

STEPHEN M. LAWTON

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Senior-level marketing and public relations executive with expertise in start-ups and revitalizing established brands using brand awareness programs and a consumer-focused approach. Proven business and marketing success in turnaround, growth and start-up situations. Results-oriented, strategic thinker.

Major Accomplishments & Quantifiable Results

CORPORATE

ACRONIS INC. (Burlington, MA) Senior Director, Strategic Marketing (2002-2009)
\$120 million consumer and corporate disaster recovery and virtualization software company; 600+ employees

Impact on business from marketing efforts: Increased sales; improved technical support; built brand to #2 in market from startup phases; established company as technology leader among press; analysts and customers; established senior management as thought leaders

Developed and implemented an international marketing and PR program growing sales from \$600k to \$120m. Tactics included editorial and analyst meetings, creating and distributing newsletters, writing and placing articles, developing and implementing partner programs to drive partner sales, creating and implementing user group program that generated thousands of direct sales, writing web pages, creating and executing marketing programs that generated thousands of sales leads, speaking at trade shows, and developing marketing programs for trade shows that generated thousands of sales leads. Quantifiable results: According to CEO Walter Scott: "(Stephen) was personally responsible for generating 100s of awards and millions of dollars in sales through traditional and viral PR."

Responsible for obtain such major awards as Inc. Magazine's Inc. 500; Deloitte Rising Star Award, AlwaysOn's Global 250, and VAR Business' 5-Star Gold Partners Program (twice). Result: Acronis was certified by major publications as a viable competitor to Symantec, EMC, Computer Associates and other disaster recovery vendors that were orders of magnitude larger than Acronis

Coordinated worldwide public relations and analyst relations operations; In US was the only PR person member doing this function, indirect supervisor for worldwide PR management team of 4 managers

Developed custom marketing programs for user groups, international publications, corporate clients
Developed Web-based content for consumers, small- to mid-size businesses, and enterprise customers, including multiple product pages, an entire section of the Acronis website called Resources, and dozens of articles and press material. Quantifiable results: thousands of sales leads, thousands of direct sales,

dozens of articles in the foreign press

Company spokesman; key PR person who generated thousands of articles and more than 2 billion editorial impressions (more than 5,000 editorial hits in past 4 years alone)

Developed and presented sales presentations to Fortune 1000 clients, including Dell, Microsoft, Hewlett-Packard, Fujitsu and Toshiba (all of these are current Acronis accounts)

MICROTIMES MAGAZINE (Primedia, Oakland, CA): Editorial Director / Editor-in-Chief (1998-2001)
Magazine focusing on consumer and SMB technology; 700,000 readership; Revenues of more than \$20M; 30 staff employees for this magazine plus 20 freelancers for Editorial (NYSE: PRM)

Directed the successful redesign and relaunch of nation's largest regional publication. Quantifiable result: saved thousands of dollars on a per-issue cost while increasing readership nationally and winning national awards Added nearly one dozen nationally-known writers to staff without increasing the editorial budget

Developed and managed a \$1 million budget

Managed, hired, and trained department of 4 full-time and 20 part-time employees
Developed new Web site, negotiated content syndication and licensing agreements; and launched specialized chat sessions: Quantifiable results: New website increased traffic significantly over previous site; renegotiated contracts saved more than \$100,000

Awards: PRESStige Award Finalist, Most Visionary Editor-in-Chief, 1999; Gold Medal, American Society of Business Press Editors, Western Region, Signed Editorials, 1999

DIGITAL NEWS & REVIEW (Cahners/Reed Elsevier Publishing, Newton, MA; NYSE: RUK and ENL): Editor-in-Chief, Technical Editor; DIGITAL NEWS (IDG, Boston, MA): News Editor, Bureau Chief ; HARDCOPY (Placentia, CA) Senior Editor (Publication sold several times - total 7+ years at publications)

Developed and managed relaunch of Digital News & Review: Quantifiable results: Reduced overall per-issue cost while upgrading paper stock.

Managed, hired and trained editorial and art staff of 6 from remote office

Staff Editor: Researched, wrote and edited hundreds of articles for the magazine

Spoke at several trade shows as an industry expert

Other Corporate Experience

LAN Times (McGraw-Hill, San Mateo, CA) Editor-at-Large

NETSCAPEWORLD (IDG, San Francisco, CA) Editor-in-Chief

SUNWORLD ONLINE (IDG, San Francisco, CA) Editor-in-Chief

CONSULTING

AFAB Media Services (Los Angeles and San Mateo, CA; Monroe, WA): Consultant (Founded 1979)
Specialized in Business Consulting, Publishing, Marketing, Public Relations, and Market Research

2009: Enterprise Management Associates: Wrote a market research report on Storage Efficiencies.
Report covered a range of storage technologies, including infrastructure, protocols and applications.
Report publish date: August 2009

2009: Zmanda Inc. project: over the President's Day weekend (Feb. 14-16), I took on a project to assist in a product launch. Within 48 hours I arranged for articles with several Tier 1 companies for this client: CNET/CBS News, NetworkWorld, eWeek, and ZDnet; other Tier 2 coverage to appear on WGN Radio (Chicago), & Processor. Quantifiable results: Several articles and podcasts that were used in conjunction with Feb. 17 product launch. CEO Chander Kant's description of the project: "It was a joy working with you on this project. And yes, I would deem this project to be a Success!"

2009: Sellerby: Handling all US public relations, market research and marketing activities to help an Australian company launch a Web 2.0 product in the US. Project is currently underway

Helped found several startup companies (Industries include logistics, robotics, publishing) and developed marketing and editorial programs

Wrote for a variety of publications, including National Journal, Military & Aerospace Electronics, CIO Insight, Electronic Business, NetworkWorld, PC Week, Bloomberg Radio Network, and many others
Consulting projects for Intel, Western Digital, Verbatim, Transitional Technology

Other Consulting Experience

Rothchild Consultants, San Francisco, CA Market Research firm
Hartley & Associates, Santa Ana, CA consulting firm
Storage Concepts, Santa Barbara, CA market research firm
Storage Decisions, Santa Barbara, CA consulting firm

Education

California State University, Northridge, B.A. in Journalism, Minor in Business
University of California, Irvine, Extension Program
American Management Association classes

References

(From LinkedIn)

"We have thousands of contacts with company marketing and p.r. departments and agencies. Stephen is the best all-around expert on technology we have ever dealt with."

Joy Schwabach, Columnist, On Computers, January 18, 2009

"Stephen did a great job for me at Acronis. He was personally responsible for generating 100s of awards and millions of dollars in sales through traditional and viral PR. I would recommend him for any organization."

Walter Scott, CEO, Acronis, October 23, 2008

"Stephen is a great worker with the highest level of integrity. He has been instrumental in the growth and success of Acronis and I would highly recommend him."

Ed Harnish, VP, Marketing, Acronis, Inc., October 22, 2008

"I had the opportunity to work with Stephen, specifically with promoting the Acronis SMB and Retail line of business through his PR efforts. I found him to always be detailed, professional, and very knowledgeable of all facets of the market for the Acronis disaster recovery and virtualization products. Stephen often had to communicate with our international branches, which was not always easy to organize. I highly recommend Stephen for marketing and/or PR opportunities in the high tech arena and would welcome the opportunity to work with him again."

Bob Gagnon, Director, SMB and Consumer Channels, Acronis, Inc., September 7, 2008

"Stephen is a smart, experienced and efficient marketer and strategist (and a thoroughly pleasant chap!). As an editor, Stephen is able to use his wealth of experience to provide insights which help writers maximize the effectiveness and business value of their material. I have worked Stephen on numerous occasions over the years, and would be delighted to work with him again in the future."

Brett Callow, Technical consultant and writer, May 20, 2008

"Mr. Lawton is one of the most experienced and qualified marketing communications executives I have ever met in my 35 years as a public relations counselor. And here's why: he is one of the few senior executives who has actually worked for, and understands intimately, trade media and PR firms. This type of experience cannot be replicated any other way, and as a result, Mr. Lawton can bring to bear an expertise that has been honed by years of actual work as a reporter and as a PR account executive. I consider myself very fortunate to have known and worked with Mr. Lawton for more than 20 years."

Jeffrey Swartz, President, Daly-Swartz PR, January 11, 2008

Keywords: Marketing, PR, Public Relations, Virtualization, Storage, Backup, Disaster Recovery, Mobile, Wireless, Technology, Editor, SMB, Consumer, Software, Security, Hardware, Management