

# **STEPHEN M. LAWTON**

E-mail: [sl@afab.com](mailto:sl@afab.com) | Web Sites: [www.afab.com](http://www.afab.com); [lawton.contently.com](http://lawton.contently.com)

LinkedIn Profile: <http://www.linkedin.com/in/stephenlawton>

Award-winning writer and author of eBooks, blogs, feature articles and news. 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 growth and start-up situations. Results-oriented, strategic thinker. Global experience in marketing and marketing communications. Experience in both corporate and agency environments.

## **Major Accomplishments & Quantifiable Results for *Corporate and Consulting***

### **CORPORATE**

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

- 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. Target audience included consumers, SMBs, and large enterprises. 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 hundreds of awards and millions of dollars in sales through traditional and viral PR."
- Responsible for obtaining 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, and Computer Associates
- 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)

**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 & FREELANCE

Founded 1979: **AFAB Media Services** (Los Angeles and San Mateo, CA; Monroe, WA): Consultant, author, speaker. Specializing in Technology, Information Security, Publishing, Marketing, Public Relations, and Market Research. Writing samples can be found at <https://lawton.contently.com>

- 2012 – Present: **United Business Media: Intelligent WAN, Internet Evolution** blogger. Contributing writer to the two blogs targeted at enterprise software management and technical staffs. Blogs appear roughly twice per week. Web sites are **21<sup>st</sup> Century IT** (<http://www.21cit.com/profile.asp?pid=450615>) **Network Evolution** ([http://www.internetevolution.com/profile\\_content.asp?pid=450615](http://www.internetevolution.com/profile_content.asp?pid=450615)), **Point to Security** ([http://www.point2security.com/author.asp?section\\_id=2313](http://www.point2security.com/author.asp?section_id=2313)), and **Intelligent WAN** (no longer in publication)
- 2010 – Present: **SC Magazine:** Contributing editor of eBooks and feature articles on data security. My author's page is at <http://www.scmagazine.com/stephen-lawton/author/1096/>
- 2011 – Present: **OpenCyberSecurity.org:** Contributing editor and member of editorial board of a web site developed by the Open Source Software Institute and the U.S. Department of Homeland Security
- 2011: **Genie9:** Developing a marketing and public relations program for an international data security and backup company with headquarters in the US, a development team in Jordan, and worldwide sales.

- 2010: **Acronis Inc.:** Brought back by CEO to get consumer PR and marketing back on track after 20-month absence. Rebuilding media relations program, rebuilding website consumer content, reviving reviews program and reviving awards program.
- 2010: **AppAssure:** Developed and executed company's first outward-facing PR, analyst and marketing program. Developed program and helped train internal staff.
- 2009 - 2010: **Prowess Consulting:** Stepped in at last minute to generate publicity on product launch. Company successful launched product on time. Managed launch of new software version in conjunction with a major trade show, generating significant media coverage and conducting a joint webinar produced by DELL and David Strom Inc.
- 2009: **Enterprise Management Associates:** Wrote a market research report on Storage Efficiencies. Report covered a range of storage technologies, including infrastructure, protocols and applications. Also wrote advisory notes and industry briefs.
- 2009: **Zmanda Inc.** project: over the President's Day weekend (Feb. 14-16), I took on a project to assist in a product launch. 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: **Manacomm:** Handling all US public relations, market research and marketing activities to help a publicly held Australian company launch two Web-based products in the US.
- 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, DataRise and Vision Point Automation**
- **Other Consulting Experience:**  
**Rothchild Consultants,** San Francisco, CA Market Research firm  
**HTE Research,** South San Francisco, CA consulting firm  
**Hartley & Associates,** Santa Ana, CA consulting firm  
**Storage Concepts,** Santa Barbara, CA market research firm  
**Storage Decisions,** Santa Barbara, CA consulting firm

## Speaker or Panelist

- National Information Security Group (Seattle Chapter) 2012
- Comdex PacRim (International)
- Network+Interop
- SMB Nation

## Education

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