

# RON STEIN

## *LEADING CHANGE, TURING VISION INTO STRATEGY & RESULTS*

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### **Technology Business Executive • Driving Profitable Growth • Global Perspective**

*Creating Value, Growing and Scaling Revenue, Startup and Emerging Technology Ventures*

Multi-dimensional, senior executive with an exceptional record of getting products and services to market faster and driving more revenue. Proven ability to produce hundreds of millions of dollars in sales, negotiate top-level deals, increase market share, and monetize technology innovations. Excel at building, leading and mentoring top-performing teams. Highly adept at guiding startup operations and enhancing the performance of established organizations with an entrepreneurial approach.

- Outstanding communicator, decision-maker and problem solver
- Global experience, from startups to Fortune 500 companies
- A master at cultivating lasting profitable strategic business relationships
- Expert at creating and delivering programs that add value for all stakeholders
- Passionate about helping entrepreneurs and young companies succeed

### **EXECUTIVE HIGHLIGHTS**

- Deep tech industry experience and expertise across multiple sectors as an entrepreneur, CEO, divisional GM, VP of sales, VP marketing, and quota carrying territory sales rep
- Empowering startups and established companies to sell more software, products and services, achieving over \$300 M in revenue leading teams and as an individual contributor
- Instrumental in raising more than \$100 M in venture capital as well as through IPOs and M&A activity
- Serve on the Advisory Board for University of Florida's Innovate The HUB, overseeing internationally recognized technology business incubator

### **Delivering Mission Critical Outcomes**

Selling • New Business Development – Monetizing Technology – Strategic & Execution  
Leading & Aligning Cross-Functional Teams – Talent Development – Negotiations  
Channel Development – New Product Initiatives – Market Entry Strategy and Execution  
Strategic Partnerships – Mergers & Acquisitions – Startup Operations – Entrepreneurship  
Complex Enterprise Sales Cycle Management – Public Speaking – Media Relations – P&L

### **PROFESSIONAL EXPERIENCE**

#### **Innovate To Win – The Sales Experts**

**Co-founder**, Wildwood, FL

2021 – Present

Advisory and consulting firm exclusively focused on pre-revenue to stage 2 business-to-business technology companies' founders and front-line customer-facing teams. Offer facilitation, workshops, and funding preparation as well as venture capital portfolio and M&A due diligence.

**FastPath Marketing & Selling**

**President**, Wildwood, FL

2003 – Present

Advisory, consulting, and training firm dedicated to working with emerging technology companies on go-to-market strategies and solutions, providing critical expertise to clients facing mission critical challenges and pressing problems throughout the entire customer buying lifecycle.

**SeroNet**

**Chief Executive Officer**, St. Petersburg, FL / Ra'anana, Israel

2004 – 2008

Venture backed startup offering patented in-building hybrid wireless technology. Recruited by board of directors to reboot company struggling to gain market traction. Revamped strategy, market focus, product development, sales process, and initiated cost-saving chip design. Developed strategic relationships with Motorola and Motorola Ventures, Tyco International, AT&T, RCA and other global players. Raised venture capital and licensed technology.

**Paradyne Networks**

Pioneering global telecom equipment company, Largo, FL.

1997 – 2003

**General Manager, Technology Business Group**

**VP Market & Business Development**

**Vice President of Sales, Emerging Markets**

**Director of Corporate Marketing**

**Director, Advanced Digital Telecom Products Marketing**

Recruited to achieve accelerated revenue growth of new digital product offering. Rapidly promoted from business unit management to corporate executive leadership. Formed and led new business division to guide corporate innovation and strategic partner efforts. Reported directly to the CEO and Chairman of the Board and part of mergers and acquisitions team. Responsible for business development, sales, marketing, telesales, resellers, product launches, and P&L. Served as primary industry press and analyst spokesperson.

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**EDUCATION**

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BS in Electrical Engineering, University of Florida College of Engineering

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**AFFILIATIONS**

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Adjunct Lecturer Sales Engineering, University of Florida Engineering Innovation Institute

Board of Advisors and mentor, University of Florida Innovate The HUB tech business accelerator

Business columnist for award-winning Florida Trend Business Magazine; archive available at [www.floridatrend.com/people/ron-stein](http://www.floridatrend.com/people/ron-stein)

Alumnus of Innovation Corps (I-CORPS) Tech Accelerator