



Steven R. Rogers
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EXPERIENCE

Hearst Media Corporation | Affiliate division – New York, NY

Sales Training & Development Manager | 2013 – present

- Build, present and implement Hearst Media Affiliate solution to top media companies both domestic and international
- Assist with supervision and training of Leadership/Sales teams for 7 of the top 20 US Media companies and 2 International Media companies – approx. 450+ individuals
- Cultivate and build partner relationships to promote with continued growth
- Coordinate, communicate and help execute strategic initiatives
- Establish Quarterly Business Goals and Reviews (QBR) for Affiliate Leadership to ensure profitable partnership and discuss future goals

Vast.com – Austin, TX

Director of Business Development | 2012 - 2013

- Develop/present new ideas and improvements for continued growth of Vast's suite of offerings (ex. CarStory.com)
- Manage the day-to-day relationships and account growth of Vast's clients, partners and publishers
- Assist partners with development of marketing, retention sales strategies, sales training and customer support structure

GateHouse Media - Rochester, NY

Automotive & Real Estate Director | 2008 – 2012

- Managed over 200 direct reports across all GateHouse markets for the Automotive and Real Estate division
- Create successful business models, market strategies, product creation and work with local leadership to grow revenue
- Helping properties utilize all digital products to generate reoccurring revenue and effectively bundle with other offerings to maximize opportunities

Post & Courier – Charleston, SC

New Media Development and Sales Manager | 2004 – 2008

- Team supervisor that developed and launched the award winning postandcourier.com
- Lead sales and technical teams to achieve common goals, raise standards of performance and establish cross functional internal working groups for increased efficiency
- Vetting and implementing new partnerships to drive audience and revenue, improve sales practices and focusing on client and staff development

EDUCATION

Trident Technical College – North Charleston, SC

- Information Systems Technology | 1998-2001

PROFESSIONAL & COMMUNITY INVOLVEMENT

- Charleston Metro Chamber of Commerce
- The Harbor Entrepreneur Center
- Charleston Leaders Member

ADDITIONAL INFORMATION

- www.srrogers.com / www.srrogers.com/resume
- References available upon request.