

Steve Bickford MBA

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"Dynamic Executive Visionary Driving Business Transformation Through Innovation, Proven Growth Strategies & Top Talent Development"

- ▶ **Transformational Business Executive** – Strategic thought-leader with broad-range of skills to deliver immediate impact. Proven success launching new business models, divisions, integrating business units, turning around organizations and growing domestic/international business as an influential member of executive leadership teams. Trusted business partner and change agent who is motivated by business challenges aggressively executing the most favorable and forward-thinking solutions for the organization and its customers. Adaptable professional who excels at rapidly determining changing market and developing strategic plans to optimize success by pivoting to drive sustainability through innovative customer offerings.
- ▶ **Creative and Forward-Thinking Leader** – Innate ability to unleash untapped potential and ignite individual's passion towards a common vision and path to success. Expertise building, motivating, and inspiring high-performing teams rallying and motivating staff to top performance. Dedicated to fostering an engaging culture rooted in collaboration, empowerment, accountability, and open communication. Adept at talent evaluation, mentoring and coaching emerging leaders through professional development.

Areas of Expertise

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| ◆ Strategic Planning/Roadmaps | ◆ Sales/Business Development | ◆ Team Development/Training |
| ◆ Global Business | ◆ Financials; P&L, Margins, CAPEX | ◆ Mergers & Acquisitions (M&A) |
| ◆ Proven Turnaround Experience | ◆ Marketing/Sales Strategy | ◆ Corporate Governance |
| ◆ Business/Process Transformation | ◆ Data-Driven Decision Making | ◆ Cost Savings |
| ◆ Revenue Profit & Growth | ◆ Cross-Team Collaboration | ◆ Customer Excellence |
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Executive Leadership & Achievements

Meridian IT, Inc.

President

2010 to 2021

2014 to 2021

Chief executive leader for U.S.-based \$250M organization comprised of 300 staff. Drove strategic planning working with owner, resulting in domestic/global expansion and profitability by executing innovative sales plans and tactical alignment during M&A.

- ▶ Drove complex merger of Meridian IT and MAC Sources Communications with vastly different business models. Aligned corporate goals, and integrated businesses into one cohesive company with uniform processes, governance, and management.
- ▶ Transformed the focus of the business from a reseller of vendor equipment and services to a Managed Services business. Managed highly sensitive investments and divestments of resources to support new model as it grew while maintaining profitability from declining former model. This resulted in monthly recurring revenue growing 40%+ CAGR during tenure, this now contributes 20%+ of revenues and > 30% of business operating margin from ongoing managed services/cloud contracts.
- ▶ Devised forward-thinking global transformative strategy. Developed and executed new sales model and built portfolio of contracts to expand international growth. Conveyed vision to staff, developed key leaders to yield top tier performance.
- ▶ Ambassador for innovation to augment growth. Investing in new resources to create IP, creating customized solutions for enterprise accounts which drove margins in excess of 70%. Created offshoring capability and managed customer environments which significantly reduced costs.
- Devised comprehensive strategic roadmap to accelerate profitability, remove roadblocks, and align business objectives.
- Educated leadership on importance of technology to expand/unify the business. Set benchmarks to maximize revenue growth opportunities.
- Drove key objectives, concentrating on generating sustainable revenue streams and delivering high quality products/solutions.
- Developed and trained teams to serve as key players who challenged status quo, committed to future business success. Established sustainable culture of empowerment.
- Managed financials; P&L, budgets, and KPIs. Funded future growth through reinvestment of profits with minimal new capital investment.
- Fostered strong relationships with key C-level, board members, and stakeholders to drive business transformation and adoption.
- Formalized enterprise-wide metrics and tracking to promote accountability, business continuity and formulate data-driven business decisions.
- Contributed technical aptitude with engineers, enterprise architects, vendors, and distributors. Conveyed value of technology within the overall business structure then set out to productize, market, and convey benefits to drive solution sales.
- Devised marketing strategy and evaluated market/competitor trends to drive unique value proposition and brand awareness.

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Executive Vice President

2010 to 2014

- ▶ Championed multi-faceted integration between three disparate business operating units. Ensured strategic execution and alignment across key operational, sales and management processes.
- ▶ Piloted process model that centralized global client technology acquisitions from geographically dispersed locations. Strengthened reach by eliminating obstacles and successfully expanding profitability with top-level enterprise accounts.
- ▶ Refocused business from vendor centric model to a solutions centric model, and ultimately to a business value-based model.
- ▶ Drove cross-selling of solutions to broad client base who previously knew organization principally as a reseller of a single vendor's products resulting in tremendous increases in the margin contribution from key clients.
- ▶ Pioneered international efforts, expanding from the experience leading UK division. Identified enterprise accounts where unique international capabilities could empower clients to implement global IT strategies from a central location in their desired geography.

Managing Director

2008 to 2011

Provided key expertise on transforming U.S. operations, simultaneously directed underperforming U.K. based Midlands IT business unit, expertly integrated into organizational structure.

- ▶ Choreographed and deployed strategic new global business development strategy between Meridian IT Limited and U.S. based Meridian operations for unification clients. Strengthened U.K. operational unit with exceptional revenue growth and profitability.
- ▶ Re-structured business unit to function under global organization, utilized core assets and resources to distinguish as front-runner which expanded sales pipeline.
- ▶ Aligned strategy with existing technology offerings to target new verticals. Defined innovative, value added solutions to surpass competition and drive rapid growth.
 - Conducted comprehensive analysis, rapidly identified process/operational improvements to implement transformational tools/plans.
 - Contributed strategic leadership and operational direction to align corporate objectives, optimize visibility, rapidly boost growth/expansion, and re-shape business dynamic in highly competitive market.
 - Managed short/long term strategy, forecasting, and financial planning; P&L, budgets, and KPIs. Analyzed and managed capital expenditures.

General Manager – IBM Division

2007 to 2010

Appointed to execute flawless integration of disparate business units from Meridian IT, Comtech Group, and IBM; operations, technology, professional services, finance, vendor management and sales, post-merger.

- ▶ Spearheaded strategic overhaul of network practice. Empowered new staff, set trajectory to achieve success.
- ▶ Augmented growth of pre-sales business focused offering broader suite of product solutions and employing cross-selling tactics utilizing multiple vendors resulting in higher sales and increased margins.
 - Implemented operational enhancements and fostered progressive culture across the organization through strategic planning, hands-on business development, marketing, leadership, and sales training to provide measurable results.
 - Pinpointed challenges and devised tactical roadmaps for executing practical and sustainable change to maximize impact, mitigate risk, drive revenue and customer success.
 - Effectively uncovered new opportunities within channel programs for sustainable growth. Distinguished commoditized channel partners.

Previous Experience

Comtech Group/Meridian IT

Prior to 2007

Senior VP of Sales | Team Lead | Account Manager

- ▶ Rapidly promoted through a series of increasingly responsible management roles as a result of exemplary performance initial year.
- ▶ Led high caliber Sales Team to unparalleled success by driving substantial revenue growth through innovative strategies.

US Gypsum Company & Anixter

Sales Engineer | Technical Manager | Global Construction Consultant | Marketing Manager

Education

Master's Degree – Management & International Business MBA

Northwestern University – Kellogg School of Management

Evanston, IL

Bachelor's Degree – Civil Engineering

University of Maine

Orono, ME

Community & Board Contributions

Northfield Illinois Park Board of Commissioners

2013 to 2021

President- two years, Board Member–six years