

# Steven W. Groves Bio / Curriculum Vitae

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Steven Groves is an executive working primarily with companies either using social media technology for marketing. In his work as founder of Social Marketing Conversations, a social media / marketing strategy consulting firm based in Denver, Colorado, he blogs and writes on social media strategy and tactics. Steven publishes his podcasts, news and opinions at [www.SocialMarketingConversations.com](http://www.SocialMarketingConversations.com) and is a forum host at [ROI of Social Media](#).



Steven's experience includes developing and managing online communities for clients in various industries including real estate, technology and ground transportation. He has also created digital content for highly published authors, global non-profits and regional utilities supporting their effective online presence with video, audio and the written word.

Steven has successfully negotiated a professional career in applying technology to corporate and small-businesses around the world. As an educator, he's presented professional education in Thailand, Malaysia and China as well as being a guest lecturer at Arizona State University and Denver University in marketing application of online and social technology.

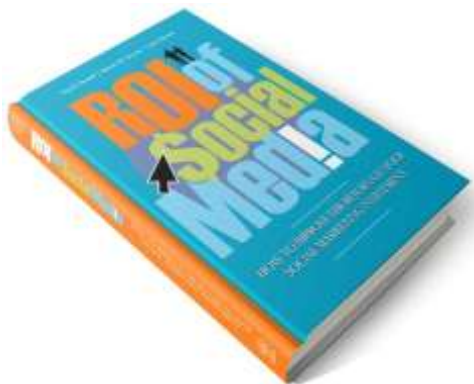
Prior to taking up a consulting career in 2006 around the use of social media for business, Steven worked in corporate marketing and sales providing technology solutions, working for large and medium-sized companies including Computer Associates, Candle Corporation, and MicroAge.

## Entrance to Social Media

In March 2006, as part of his work with a non-profit in Phoenix, Steven was asked to help organize a one-day event in Phoenix, which brought him into close contact with social media industry thought leaders Robert Scoble (Scobelizer.com) and Chris Heur (SocialMediaClub.com). This introduction launched his interest in social media for business and from that day, he has sought answers to the questions about the return-on-investment (ROI) of a social media presence for business. He has developed successful models in Social Media Marketing (SMM) for real estate, technology and non-profits companies, each time leveraging the power of social media aligned with business objectives and revenue targets.



## Working with / on Books on Social Media



In late 2007, Steven met Lon Safko, a co-author of 'The Social Media Bible' and soon took over as the *Chief Evangelist* for the SocialMediaBible.com. His role there was promoting the book and the use of social media for business. He ended up managing the consulting operation and developing strategic marketing models for clients. During one of those engagements, Steven met Guy Powell.

Guy is the author of '**Marketing Calculator: Measuring and managing return on marketing investment**', a highly reference text on the metrics and measurement of traditional marketing for Consumer Product Goods (CPG) and Fast Moving Consumer Goods in a global marketplace

(CPG). The discussion between them turned to a collaboration that merged Steven's extensive knowledge and background in applied social media and Guy's in traditional marketing and ROI. Jerry Dimos was added to the team as a branding strategist and a new book was proposed to the global publishing giant, John Wiley & Sons on the '**ROI of Social Media**.' (ISBN = 0470827416) The book was developed in a global collaboration with Steven working in Phoenix, Guy in Atlanta and Jerry in Singapore.

Since the books debut in 2011, it has been translated to Portuguese, Korean and several other translations are in the works.

## Career

After a stint with the US Army as a Medic attached to an Air Defense Artillery battalion in Washington state, Steven attended the local community college receiving a minor degree in computer programming and then took a position in the computer hardware industry before he received his bachelors.



He was recruited into the Value-Added Reseller (VAR) arm of the global software giant, Computer Associates and distinguished himself and rose through the ranks, eventually earning responsibility for a regional territory for CA's Database and Programming Tools division working with Fortune 500, Global 50 and State / City Government for mainframe software needs. There he earned awards and distinction, including attending Presidents Club events.

With his skills as in marketing and field sales in demand, he went on to handle VAR sales for Candle Corporation, Compuware and eventually Microage Corporation. At Microage Steven was tasked to develop a global consulting and sales effort around Tivoli (now IBM) advanced systems management products. In that role he and his team beat the *annual* projection for product and service revenue within 9 months.



His efforts landed him at a start-up, Managed Objects (later acquired by IBM), as employee #51 out of Reston, Virginia. In the aftermath of 9/11, Steve opened Executive Conversations to stay with family in Phoenix, where he has provided marketing and business consulting to clients around the globe, including brands such as Microsoft, Heineken (CPG/FMCG), ASTRO (satellite television), and the Fiji Tourism Board (travel).



Steven's work at ProfitStreams, begun in late 2010 is in support of a far-reaching and strategic effort to develop a closed-loop marketing platform for retailers that includes an extensive suite of online tools designed to enhance the relationship between the merchant and their customer. The initial launch of the platform has been in the restaurant and foodservice industries.

## Achievement



Other than numerous recognitions for sales, management and marketing achievements, Steven has been lauded for his work on the 'Agent2.0' model, a framework for real estate sales professionals and for his contributions to the *Media Engagement Framework* (MEF) with Guy Powell and Jerry Dimos. The MEF is a key concept introduced in the *ROI of Social Media*.

As a featured public speaker, he was a keynote speaker for the 2009 Arizona Small Business Association Social Media Symposium at the world famous Heard Museum

in Arizona. Steven was also the opening keynote speaker for the 2010 Greater Phoenix SCORE Social Media Conference at the East Valley Institute of Technology in Mesa, Arizona and he presented the opening keynote for the 'Social & Traditional Marketing' track for the 2010 Online Marketing Summit in Phoenix.

As an educator, he has presented at regional professional training symposiums with Marcus Evans in AsiaPac, including multi-day session on Social Marketing Strategy and ROI in Bangkok, Thailand, Kuala Lumpur, Malaysia and Shanghai, China. He has been invited as a guest lecturer to the ASU Barretts Honors College and Denver University on the topic of online and social marketing and he's been asked in as a featured speaker for the Kaufmann FastTrack program for Entrepreneurs.



**Online Presence**

Website	URL	QR Code
	<a href="http://Linkedin.com">Linkedin.com</a> <b>Steven's Linkedin Profile</b> (500+ connections)	
	<a href="http://www.Facebook.com">www.Facebook.com</a> <b>ROI of Social Media Fan Page</b> (1,670 Fans)	
	<a href="http://www.Twitter.com">www.Twitter.com</a> <b>@StevenGroves</b> (2,500+ followers)	
	<a href="#">Google.com Profile</a> <b>Steven's Google Profiles</b> (w/ other social media profile links)	
	<a href="http://SocialMarketingConversations.com">SocialMarketingConversations.com</a> <b>Personal Blogging Site</b>	

Social marketing has been a large part of Steven's activities and he has developed a relevant knowledge of dozens of online social media platforms. The Likes, follower & friend counts shown are as of July 2011.

Steven regularly adds new sites to his online presence and is always ready and able to discuss how one site or another might be used to establish, improve or enhance an organizations online presence.

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*Yeah, it's kind of a gimmick, but pretty fun!*

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