

# Schneiderman } 25 Years of Marketing Expertise }



**Steven Schneiderman**

Steven Schneiderman is the president of Schneiderman Marketing, LLC. Steven has over 25 years of experience in Marketing Communications, Operations, Project Management, Sales Force Automation, Training, Human Relations, Coaching and Group Facilitation.

Prior to forming his own consulting company, Steven held the title of director of marketing at three Fortune companies including WilTel, WorldCom and Gemstar-TV Guide. While at WilTel, he helped to position the company for acquisition by LDDS for \$2.5 billion. At WorldCom, he led the automation of over 2000 sales representatives and their management. And while at Gemstar-TV Guide, Steven was responsible for transforming the company's marketing intranet and extranet as strategic sales tools. In 2005 Steven also helped to launch TV Guide On Demand resulting in distribution of new programming to over 20,000,000 homes on cable television, online, and on mobile devices.

Steven earned both Bachelor and Master of Arts degrees in Creative Writing from Queens College, The City University of New York where he also taught writing for three years. In 1988, Harper & Row published one of his essays between the works of Woody Allen and Stephen King. In 1994 Steven was inducted into Who's Who Worldwide for business excellence. Steven has also been affiliated with the Dale Carnegie Institute and has taught classes in Human Relations in both New York and Tulsa. He currently lives in Tulsa with his wife, Amy, and his two children.

Schneiderman Marketing, LLC helps companies to improve their marketing and operational processes through thorough analysis, concrete actions and mentored accountability. We work with our clients to identify their challenges and problems and then implement effective solutions to improve market position, stimulate sales activity, and increase operational efficiencies.

Services include marketing strategy review, web site development, copywriting and content development, graphic design, business process improvement and automation, skills training, and leadership mentoring. Services may be rendered on-site or remotely via online video.

To learn more about Schneiderman Marketing, LLC, our services and clients, please visit our corporate web site or call us toll-free for more information:

<http://www.schneiderman.net>

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