

## STEPHANIE ATKINSON

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8055 State Hwy 173 N, Bandera, TX 78003

### SUMMARY AND SKILLS

#### Executive Strategy, B2B, Research and Marketing Leader

Strategic B2B advisor/consultant, writer, influencer, speaker, tech analyst, creative and marketing founder working across industries for more than 20 years. With a technology background, along with supply chain/logistics educational foundation, Stephanie has lead roles as founder, CEO, market strategist, creative brand leader, and advised the direction of numerous Fortune 500 companies through strategic insights & actionable guidance.

#### Professional Skills

Business Modeling/Forecasting  
Project Management  
Technology Advisory  
Executive Consultant

Market Intelligence/Research  
Branding, Logo Design, Creative  
IoT & Smart Cities Influencer  
Non-Profit President

Social Strategy & Marketing  
Executive Speaker & Panelist  
B2B Strategist

#### Personal Skills

Creative  
Organized  
Self-taught & Learner  
Respected Industry Leader

Prepared & Professional  
Multi-Tasker  
Forward Thinking  
Trusted Expert & Influencer

Reliable  
Strategic  
Faithful & Dedicated

#### Sample Clients

Samsung Enterprise  
Verizon Business  
McKinsey & Company

AT&T Business  
Intel  
Motorola Solutions

HPE  
Lenovo  
Qualcomm

#### Industry Expertise

Market Forecasting  
Executive Communications  
Web & Marketing Planning  
Branding & Creative

Survey Research & Analysis  
Go-to-Market Planning  
Process Improvement

Corporate/Competitive Strategy  
Marketing Channels  
B2B Market Intelligence

#### Industry Work

Retail  
Technology  
Education  
Logistics/Supply Chain

Construction  
Manufacturing  
Healthcare  
Non-Profit

Telecom/Wireless  
Industrial  
Government/Cities

### PROFESSIONAL EXPERIENCE

vMarque, LLC - [www.vMarque.com](http://www.vMarque.com)

#### FOUNDER & CHIEF MARQUETING OFFICER

April 2020 - current

- ✓ Development of 20+ small business and non-profit websites and branding packages
- ✓ Advised and designed 100s of social graphics and authored press releases for annual awards program
- ✓ Improved client engagement and reach utilizing tools administered for lead generation and campaigns
- ✓ Generated Company Launch including Trademarking, Branding, Marketing Campaigns, and Startup Structure
- ✓ Completed projects for 100+ small businesses and non-profits, while Designing 250+ Logos and Brands
- ✓ Launched business during Covid growing revenue from \$0 to 5 figures and triple digit annual growth
- ✓ Doubled Client Base on an Annual Basis since Launch and Through Word of Mouth

Compass Intelligence - [www.CompassIntel.com](http://www.CompassIntel.com)

## CEO & FOUNDER

June 2005 - current

- ✓ Led 8 Figure Lifetime in Revenues By Completing Market Research & Advisory Services for mobile, wireless, IoT, and other Emerging Tech companies/vendors
- ✓ Implemented and Project Managed Numerous Successful Client Engagements ranging from \$1000 to \$190,000
- ✓ Original Founder & Grew Company over 17-year span working with 100s of the top Fortune 500 companies
- ✓ Closed and Project Managed the Largest 6 Figure Deal in Company's History
- ✓ Grew multiple Fortune 100 accounts to lifetime revenues of over \$400,000 in lifetime sales
- ✓ Expanded the Company's Revenue to a 7 Figure Business within 7 years
- ✓ Managed 30+ cross-functional employees/contractors with successful delivery of 1000s of custom client projects
- ✓ Generated and Grew Client Base to include 1000s of the Top Tech, Mobile, Telecom, and IoT Companies

## OTHER

President of ElevateOurKids.org, and serve on multiple executive boards including at Texas A&M's Department of Engineering Technology & Industrial Distribution and others. Participate and advise on IoT Coffee Talk podcast. Participate and lead numerous panel discussions, keynote discussions, and education of tech event audiences.

## EDUCATION

University of Texas at San Antonio

MASTERS OF BUSINESS ADMINISTRATION, CONCENTRATION: MANAGEMENT OF TECHNOLOGY

Texas A&M University

BACHELOR OF SCIENCE, MAJOR IN INDUSTRIAL DISTRIBUTION COLLEGE OF ENGINEERING

## AWARDS AND CONTRIBUTIONS

### AWARDS

"175 Women B2B Thought Leaders You Should Follow in 2023" - Thinkers360

"Top 50 IoT Influencers to Follow in 2023" -Engatica

"Top 100 Influencer & Thought Leader in IoT 2020, 2021, 2022 (Top 15)" - IoT Premier League

"Top 10 Influencer in 5G, IoT, B2B, Smart Cities and others" - Thinkers360

"Who's Who in Industry 4.0 & Digital Twin" - Onalytica

"Top 100 Wireless Technology Experts" - Today's Wireless World

### RECENT SPEAKING

Pandemic One Year Later

IIoT Technologies Implemented by Cities around the World

The New Future of Work

Technology for Good and Elevate Our Kids

Accelerating Business Value with Advanced Analytics: An Agile Approach to Transforming your Data

The AV/UC Pandemic Endgame ZEDEDA Transform 2020: State of the Stack

### ARTICLES AUTHORED

When Field Services & Fleet Management Join Forces, IoT Is Essential

How Qualcomm is Advancing AI and IoT to prepare Tomorrow's Businesses & Cities

Sustaining the Love of Small Business

Brand New Company, Brand Matters

Why Create a B2B Content Brand Strategy

How did 2020 end for Business Wireless?

5 Tips to Prepare and Plan for Re-Opening and Mitigating Risk of COVID-19

3 Enterprise Tech Trends to Digitize Operations