

STEVE ZITKOVICH

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Seattle, USA

KEY SKILLS & EXPERTISE

Multilingual Marketing | Localization | International Strategy + Tactics = Growth
International Product Management | SaaS | E-commerce | Partnerships | English, German, French

SUMMARY

I increase customers and revenues in international markets through multilingual marketing, product management, localization strategy and go-to-market tactics, building teams, processes and partnerships.

360-degree view of international business from working at large (Microsoft), highly creative (Getty Images, Zefa) and startup companies in Seattle, Europe, and APAC.

A team player with a positive attitude looking to join a company long-term.

Personal

- Languages: English (native), German (fluent), French (business conversational)
- Lived 15+ years in 8 countries in Europe (UK, Germany, France, Netherlands, Luxembourg, Spain, Czech Republic, Slovakia)

PROFESSIONAL EXPERIENCE

Localization Director at Markforged (remote from Seattle) 3/2021 – 10/2024

Worked with Boston headquarters team supporting the field offices around the world.

- SME and champion for localization issues across the company.
- Set up from scratch the processes and people, including vendors, to manage large amounts of multilingual content and hands-on managed the localization projects.
 - Managed 7 website languages + up to 16 languages of technical documentation
 - Led integration of AI (LLMs) into localization processes
- Received top percentile annual reviews from my managers and numerous compliments from colleagues in the company #kudos Slack channel. Happy to share these with prospective employers.
- *End: Was part of 20% staff lay-off as company prepared for acquisition.*

Marketing Director at IT-Development SAS (Lyon) 06/2017 – 11/2019

ITD is a SaaS provider to telecoms companies for managing projects, assets and logistics. Company has 12,000 daily users across 20 countries in Europe, Africa, Middle East and SE Asia.

- Managed all marketing activities, with emphasis on product marketing
 - Did online demos, new release webinars, managed trade show presence & activities
- Wrote marketing & sales support materials, including blog posts and newsletters
- Contributed to product management

Director International at Nubart (Frankfurt & Barcelona) 03/2017 – 11/2017

Nubart is a startup with innovative technology for delivering museum audio guides.

- Worked with the two founders on all aspects of product/company strategy, sales, marketing and business development.
- Wrote business plans which won EU funding, earning certificates of excellence.

Program Director at Moravia IT (Monterey, CA) 04/2016 – 10/2016

Managed localization services account with global Silicon Valley internet search giant. Sales + P&L responsibility. *Gained insight to the vendor side of localization and translation services, but at heart I am a product and marketing person focused on the customer; this role was too far removed from end-users.*

E-Commerce Mobile App Business Plan & International Move (Barcelona) 06/2015 – 03/2016

1. Wrote business plan for e-commerce mobile app enabling digital content sales by independent artists
2. Moved back to Europe on my own, i.e. not re-located by an employer. Moving abroad is like doing a startup: requires flexibility, agility and quick decisions based on opportunities or challenges.

International Product- and Program Manager Consultant/Contractor 09/2008 – 04/2015

Between contracts I worked on entrepreneurial/business ideas in the Seattle startup community.

Holland America Line (Seattle)

- Increased speed + quality of promotions and content translations across 4 languages and worldwide markets to establish simultaneous release (simship) delivery
- Delivered localization projects, including \$500K project, to budget and on-time delivery

Tango Card (Seattle)

- Business development identifying + setting up partnerships globally, including Amazon and iTunes e-gift cards procurement across Europe and Asia
- Assisted VP Product Management on 2 MVP products

Sogeti USA (Seattle)

- Consulted Starbucks on localization strategy and best-practices in creating an internationalized platform and processes to host websites for 39 countries

Earth Class Mail & Swiss Post Box (Seattle & Zurich)

- Did knowledge transfer of ECM processes to SPB, including technical implementation, marketing, operations, customer service and overall business rules
- Managed implementation to launch deadline. Launched in 5 countries

[Private Entrepreneur] (Den Haag, NL)

- For a startup, took business concept and defined an online service (including functional requirements and wireframes) to develop an MVP to attract further investment

International Program Manager at Microsoft (Redmond) 05/2007 – 07/2008

Team managed localization of 350+ projects, more than 3 million words and a budget of nearly \$6 million.

- Led globalization and localization strategy, planning and requirements for international versions of Microsoft Dynamics, People Ready Business and other Microsoft customer campaigns websites
- Managed localization budget to within 5% of target on a quarterly basis
- Authored best-practices ("Localization Framework") for reference across Microsoft

Previous Positions

International Product Marketing Manager at Ofoto (Shutterfly) (Amsterdam)	2004 – 2005
Program Manager & Interim Head of IT @ Zefa Visual Media (Düsseldorf)	2002 – 2004
Director Product Management @ B2Build SA (Paris)	2000 – 2001

OTHER EXPERIENCE

- Teacher of German and English in Slovakia & Czech Republic (Bratislava 1991/92, Prague 1993)
- Non-profit and volunteering:
 - 2014 – present: Homestay host for international students & program participants
 - 2006 – 2020: Teach an innovative English class I created for international students
 - 2011 – 2014: Translators Without Borders
- Play two soccer games per week on teams I have played with for decades. I practice in life the values team sports teach: strive to excel, collaborate, compromise, respect, win gracefully, lose gracefully; when defeated, get up and try again.

EDUCATION

University of Washington, Certificate in Software Product Management (9-month program)

University of Washington, Bachelor of Arts, German

- included one year at Johannes Gutenberg Universität, Mainz, Germany