

# STEVE TAPLIN, MBA

C-LEVEL OFFICER (CEO, COO, CRO, CMO) ➔ DIGITAL MARKETING | TECHNOLOGY | REAL ESTATE | MORTGAGE

## Executive Biography



Steve Taplin is a strategic and a take charge C-Level executive with a 20 year history of marketing, sales, leadership, and P & L Management from start-up companies to a Fortune 100 company. He has proven himself in the fast growth & mid-market company's space, while excelling at investments, acquisitions and corporate turnarounds.

As a Sales Executive at IBM, he originated & led the sales strategy for complex customer solutions, including in-depth cost structures coordinating with numerous divisions of the company. He drove over \$80M of top line revenue in a new business unit for the company, while exceeding anticipated profit margins and consistently surpassing his sales quotas. In this role Steve built powerful networks cultivating strong business relationships with global giants such as Cisco, Motorola, Boeing, Sony, Toyota, United Healthcare, Honeywell, Victoria Secret & numerous internet start-up companies. Steve's success led him to a Sales Management role where he led 9 sales executives in service to Fortune 1000 & internet start-up companies. Steve won numerous IBM awards and was

nominated to the prestigious "IBM Executive Development Program" an honor awarded to less than 1% of the 400,000+ person work force. Steve's impeccable success at IBM provided him the opportunity to build and lead 4 companies.

As President & CEO of TAPCO Companies, a \$20M private firm with over 100 employees, Steve created and managed real estate investments, niche real estate brokerages and mortgage companies. Through revealing key investment trends, markets & opportunities, forming strategic relationships and facilitating JV's & partnerships with developers he managed the acquisition and disposition of \$300M worth of assets. He became a respected industry expert and thought leader in the real estate investment, real estate brokerage and mortgage industries. Steve became a sought after featured keynote speaker to audiences of 2000+ on specialized industry topics. His success also allowed him to be the host of "Real Estate Straight Talk" & "The Financial Help Network" radio shows & invited guest speaker on numerous real estate, business & investment radio shows with 1,000,000+ listeners. One of his stand out successes was when he franchised The Real Market Experts Franchise, Inc. a turnkey real estate investment company, across the us achieving gross sales of \$100M+ during his tenure and expanding operations in 13 states.

Steve then pursued his passion of becoming the President & CEO of a Real Estate Investment Trust (REIT). He led Diversified Residential REIT which performed residential real estate acquisitions & lending for distressed single family & mid-sized multi-family assets in select markets. This was a \$200M private Residential & Multi-Family REIT with P&L \$20M & 15 direct reports. Steve utilized strategic planning with securities broker dealers as well as expanding operations international having set up a branch in Australia. He also prepared the company to be listed on a National Securities Exchange by organizing necessary corporate governance processes & accounting systems to satisfy the Sarbanes-Oxley Act (SOX).

Steve always has always had a passion for marketing and technology and is the founder & CEO of a private \$10M company with 200 employees at its highest point. The company provided digital marketing and technology services for small to medium sized businesses through the US. Steve led numerous process improvement and performance monitoring solutions for clients allowing them to automate workflows and have key task management checkpoints and executive reporting. Steve also expanded this business internationally having set up overseas operations by purchasing land, constructing an office building & setting up operations for over 100 employees in Philippines.

Steve earned his Masters of Business Administration (MBA) degree from DePaul University in Chicago, IL and his bachelor's degree in Management Information Systems, from the school of Business at Northern Illinois University in DeKalb, IL.

When Steve is not building and leading companies, you will find him spending quality time with his wife and 2 children in beautiful Scottsdale, Arizona.