

Name  
**Steven Spieczny**

www.method.com

Profile

Role  
**Chief Market Officer**

San Francisco  
New York  
London



Steven Spieczny's ability to unite clients' business needs with premier design and technical capabilities is at the core of his success and reputation. He combines a long history of creatively-driven design and content production experience with a respected business development tenure in successful software and consulting organizations.

As Chief Market Officer of Method, Steven is responsible for market-facing activities, including business development and sales, corporate marketing, and strategic partner relationships across Method's service and product innovation lines.

Prior to joining Method, Steven led business development at Schematic, a leading global interactive agency. Under his leadership, Schematic grew its top-line revenue by over 160% percent. Steven secured major client relationships with global clients such as Electronic Arts, ITV plc, Accenture, Motorola, NBC/Universal, and Turner Networks.

Starting in 1998, Steven joined Viant, an industry pioneer in Internet strategy and services, as a member of its early team in San Francisco. He rose to head Viant's Media & Entertainment practice for San Francisco and Silicon Valley, leading account management and business development.

Among other professional engagements, Steven spent time at the pioneering design firm, Studio Archetype as Director, Creative Integration; managed software product efforts at Quark; served as a Senior Manager within Capgemini's Telecom, Media & Entertainment Group; was a founding executive with venture-backed Emergent Game Technologies (formerly Butterfly.net); and founded and ran his own Brand Strategy and Interactive Marketing firm called Definition Arts.

Before joining the software and services world, Steven worked in the film industry and was an Executive and Line Producer of broadcast commercials and music videos. Steven has a degree in Classics from Tufts University and a Masters of Fine Arts from NYU, where he attended the Graduate Film Program at the Tisch School of the Arts. He lives in Los Angeles with his wife and children.