STEPHANIE ATKINSON

EXECUTIVE STRATEGY, B2B, RESEARCH AND MARKETING LEADER

PROFESSIONAL SKILLS

Business Modeling/Forecasting
Market Intelligence/Research
Social Strategy & Marketing
Project Management
Branding, Logo Design, Creative
Executive Speaker & Panelist
Technology Thought Leader
IoT & Smart Cities Influencer
B2B Strategist
Executive Thought Leader
Non-Profit President

PERSONAL SKILLS

Creative
Prepared & Professional
Reliable
Organized
Multi-Tasker
Strategic Thinker
Self-taught & Learner
Forward Thinking
Faithful & Dedicated
Respected Industry Leader
Trusted Expert & Influencer

CONTACT

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E: stephatkins2011@gmail.com

SOCIAL

https://tinyurl.com/stephatkins

Twitter: @stephatkins

www.linkedin.com/in/stephanieatkinson/

ABOUT

Strategic B2B thought leader, 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..

WORK EXPERIENCE

FOUNDER & CHIEF MARQUETING OFFICER
vMarque, LLC | April 2020 - current
www.vMarque.com

- Web Development, Branding, Creative Collateral, and Logo Design
- Content Marketing and Marketing Campaign Planning
- Serving Small and Mid-Sized Businesses across industry

CEO & FOUNDER
Compass Intelligence | June 2005 - current
www.CompassIntel.com

- Technology Market Research & Advisory Firm serving mobile, wireless, IoT, and other emerging technology companies/vendors
- Services include survey research, consulting, advisory, market forecasting, business modeling, content creation, research reports, and more

OTHER
Currently serving as President of an Educational Resource non-profit, and serve on multiple boards including at Texas A&M's Department of Engineering Technology & Industrial Distribution, a few other tech entities, and an additional non-profit. Previous roles held in tech, engineering planning, research, and project management.

EDUCATION

MASTERS OF BUSINESS ADMINISTRATION, CONCENTRATION: MANAGEMENT OF TECHNOLOGY

University of Texas at San Antonio | 2002 - 2004

BACHELOR OF SCIENCE, MAJOR IN INDUSTRIAL DISTRIBUTION COLLEGE OF ENGINEERING

Texas A&M University | 1993 - 1998

STEPHANIE ATKINSON

EXECUTIVE STRATEGY, B2B, AND MARKETING LEADER

SAMPLE CLIENTS

Samsung Enterprise
AT&T Business
HPE
Verizon Business
Intel
Lenovo
McKinsey & Company
Motorola Solutions
J3 Company
Qualcomm

INDUSTRY EXPERTISE

Market Forecasting
Survey Research & Analysis
Corporate Strategy
Competitive Strategy
Go-to-Market Planning
Marketing Channels
Web & Marketing Planning
End-user Insights
B2B Market Intelligence
Branding & Creative

INDUSTRY WORK

Retail
Construction
Telecom/Wireless
Technology
Manufacturing
Industrial
Education
Healthcare
Government/Cities
Logistics/Supply Chain
Non-Profit

OTHER SITES

iotcoffeetalk.com
elevateourkids.org
businessedgereport.com
autoXreport.com

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 PUBLISHED

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 You, Brand Matters
Why Create a B2B Content Brand Strategy
How did 2020 end for Business Wireless?
CompassIntel Predictions 2021, and IoT Coffee Talk
5 Tips to Prepare and Plan for Re-Opening and Mitigating Risk of COVID-19
3 enterprise tech trends to digitize your operations
How blockchain empowers artificial intelligence
What does blockchain mean for business and IoT?
IoT and connected device lifecycle management
Why the Internet of Things without the hardware is just vapor
Fresh insights on the information age and cybersecurity
5 ways to kick-start your business automation and technology plans
Preparing your enterprise for IoT and automation in the workplace: Part 2
Preparing your enterprise for IoT and automation in the workplace: Part 1
Businesses brace for cost-cutting measures as the use of wireless data expands
How to get rid of the digital dust by creating a sustainable device plan