**Steven von Seggern**

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**SUMMARY**

A highly accomplished and innovative marketing executive, with multifaceted experience in sales management, digital advertising, content marketing, and strategic planning across diverse industries. Proven success in driving significant sales growth and launching new product lines, including premium racing dampers and cloud-based GPS solutions. Drives marketing objectives by bringing advertising in-house and crafting impactful brand perception strategies. Leverages exemplary leadership, analytical, organizational, and communication skills to secure major distribution channels, manage diverse teams, and enhance market presence while perpetually redefining expectations.

**Marketing Strategy • Social Media • Search Advertising • Event Activation • Storyteller**

**Influencer Marketing • SEO • Public Relations • CRM Marketing • Sales Strategy • Market Analysis**

**EXPERIENCE**

Thyssenkrupp BILSTEIN of America, Poway, California, **Head of Marketing, Aftermarket and Motorsport,** 2019-2025

* Increased sales 10% per year for five years.
* Hired and led a marketing team of eight experts in social media, content creation, graphics, and event and racer management.
* Crafted and implemented a strategy of spotlighting halo products to drive market and dealer perception as a premium brand.
* Managed the creation and launch of a new UTV line of racing dampers for direct fit powersports applications.
* Launched a new TerraSport sub-brand of lifted struts for CUV.
* Brought all advertising management in-house.
* Launched a new line of dampers for camper vans.
* Recruited and managed athletes.
* Launched, managed, and promoted a podcast explaining Bilstein engineering, features, and benefits.
* Projected vehicle concepts and execution for display at trade shows and fairs.
* Managed co-op advertising budget and execution.
* Created, secured, and managed the annual marketing and advertising budget.

Magellan GPS, San Dimas, California, **Director of Sales and Marketing, OHV Group,** 2016-2019

* Launched a new line of cloud-based on- and off-road GPS navigator, app, and website solutions.
* Crafted all marketing and sales strategies.
* Secured distribution through major aftermarket and electronics resellers.
* Worked with a diverse group of international shared services in the USA, Taipei, China, and Russia to improve the product.
* Increased sales 60% year over year.
* Acted as brand spokesperson for media- and consumer-facing events.
* Managed schedule and display at off-road events, races, and trade and consumer shows.
* Sold to multiple channel partner wholesalers in the light truck and powersports sectors.

**Additional experience**

MOTOR TREND GROUP, Irvine, California, **General Manager, Truck Group,** 2012-2015. Held P&L responsibility over eight light truck enthusiast brands’ print, digital, video, social, and event platforms. Managed advertising sales and content team. Instituted a digital-first, socially amplified workflow. Created Jp Magazine’s Dirt and Drive Event.

TEN: THE ENTHUSIAST NETWORK, Irvine, California, **Group Publisher, Truck Group,** 2005-2012. Managed advertising sales over four light truck enthusiast brands. Created Diesel Power Magazine and an associated Diesel Power Challenge event. Created 8-Lug magazine and RV magazine.

PRIMEDIA, Anaheim, California, **Advertising Sales Director,** 1994-2005. Managed advertising sales over two consumer automotive enthusiast magazines. Oversaw advertising sales across more than 50 automotive aftermarket magazines, print and digital. Helped clients create content marketing and advertising plans to launch new products and brands.

**EDUCATION**

University of Southern California, Los Angeles, California

**Bachelor of Science, Business Administration, Marketing and Advertising**