

STEVE PAOLI

Senior Business Director, Strategist & GTM Expert

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Professional Summary

Senior business leader with 15+ years directing and scaling organisations to revenue growth, market expansion and industry recognition. Track record building new-business pipelines, owning multi-million-dollar P&Ls and leading high-performance teams across B2B and B2C. Known for connecting strategy and go-to-market execution to commercial outcomes — and for driving digital transformation and hands-on AI adoption that move teams faster.

Selected Impact

\$1.1M+ First-year division revenue	22% YoY growth (Vidico)	90% of ANZ revenue	\$6M Global P&L owned	40+ Staff led globally	15+ Years leading growth
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Core Competencies

- Technology & AI Innovation
- Business Strategy & Vision
- Revenue & P&L Ownership
- Leadership & Culture
- Learning Agility & Adaptability
- New Business Development
- Hands-On Build & Engineering
- Creative & Brand Strategy

Professional Experience

Owner-Builder & Operator — Hunter Valley Ranch (self-directed build)

Jan 2026 – Present

Hunter Valley, NSW

- Took on a ground-up ranch build in a field I knew nothing about — self-taught across the entire trade stack and delivered it hands-on.
- Construction across carpentry, gyprocking, waterproofing, plumbing, electrical, concreting and structural engineering; plus fencing, ranching, soil testing and excavator/tractor operation.
- A deliberate test of learning agility, resilience and end-to-end delivery — the same instincts I bring to building businesses and teams.

General Manager — Shootsta Premier

Aug 2023 – Dec 2025

Sydney

- Founded and scaled a new division, surpassing the \$1.1M first-year revenue forecast through government contracts and enterprise wins.
- Trained and deployed a custom GPT-powered AI solution adopted globally, lifting creativity, campaign strategy and operational efficiency.
- Owned full P&L, staffing and operations; built a high-performance, inclusive cross-disciplinary team and acted as the public face of the brand.

Head of Sales & Strategic Partnerships — Vidico

Jan 2022 – Aug 2023

Melbourne

- Pivoted strategy from SMB to enterprise, delivering 22% YoY revenue growth.
- Won competitive RFPs and drove major new-business acquisition via outbound and partnership pipelines; rebuilt CRM infrastructure and sales operations for scalable growth.

National Sales Manager — Australian Traffic Network

Jun 2021 – Jan 2022

Sydney

- Managed national media campaigns across radio and TV, consistently meeting revenue and engagement KPIs; improved CRM accuracy, forecasting and compliance.

Director of Campaign Strategy, ANZ — The CEO Magazine Global

Jul 2020 – May 2021

Sydney

- Designed and executed strategic content and advertising campaigns targeting ANZ C-suite executives; delivered thought-leadership events and optimised Salesforce for measurable ROI.

Head of Sales & Media, ANZ — The CEO Magazine Global

Apr 2016 – Jul 2020

Sydney + Melbourne

- Directed 20+ sales executives, delivering 90% of ANZ revenue and setting historic sales records.

- Built the Melbourne office into the highest-performing globally (revenue per head), driving startup-to-market-leader growth.

General Manager of Media (interim Managing Director) — The CEO Magazine Global

Mar 2015 – Apr 2016

Sydney

- Oversaw sales, editorial and production teams totalling 40+ staff globally and ~\$6M in global P&L.

Earlier: Media & Communications Manager, The CEO Magazine Global (2013–2014) · Business Development Manager, Hunter Express (2011–2012) · Self-employed Music Teacher (2006–2011).

Signature Initiative — AI

Built, trained and deployed a custom GPT adopted across a global business; works hands-on across LLMs, automations and agentic workflows — proof of shipping AI transformation, not just talking about it.

Technical & Tools

Sales & CRM: Salesforce, HubSpot, Pipedrive, Apollo.io, Dripify

AI & Automation: Custom GPTs, LLMs, AI automations, agentic workflows

Creative & Design: Adobe Creative Cloud, Figma, CapCut

Build, Code & Engineering: Web development, WordPress, AWS Lightsail, microcontrollers/electronics, Fusion 360 & CAD, engineering-grade 3D printing

Beyond Work

Self-built Hunter Valley ranch · engineering-grade 3D printing, electronics & CAD · hands-on coding (designed, built and self-hosted stevepaoli.com) · former self-employed music teacher.

Development & References

Professional Development

Advanced Sales Leadership Training

CRM Systems Optimisation (Salesforce, Pipedrive)

Strategic AI Deployment in Marketing & Sales

References

Available on request — including Bill Pezzimenti and Dan Chiha.

Full contact details provided on request.