

Stewart Severino
3x Chief Marketing Officer and Head of Innovation

E: sseverino@gmail.com | M: [832-571-9365](tel:832-571-9365)

Stewart Severino is an accomplished executive with 25 years of leadership experience spanning both nonprofit and for-profit sectors. Specializing in unifying strategies, disciplined innovation, and operational excellence, I have a proven track record in financial stewardship and leveraging technology to scale organizations. Throughout my career, I've developed and implemented strategic initiatives that not only drive growth and improve efficiency but also significantly increase impact.

I'm passionate about fostering innovation, managing complex projects, and leading diverse teams to achieve unified, mission-driven goals. Recognized for my visionary leadership and strategic thinking, I'm committed to sustainable development and engaging communities in meaningful ways. My approach to leadership is rooted in serving others and influencing positive change through a clear, purpose-driven vision.

EXPERIENCE

Head of Innovation

Navigators, Colorado Springs, CO

Global nonprofit discipleship ministry. Established in 1933.

08/2022 - Present

- ✓ Responsible for driving a 12- year, \$120 million initiative to scale global discipleship efforts unifying and streamlining businesses ministries, head quarter departments, field ministries, and vendors.
- ✓ Implemented disciplined innovations methodologies to reduce marketing spend and increase acquisition & engagement, produce efficient work-process to reduce risk and streamline productivity, and increase donor engagement and giving.

Co-founder

Tiger Adjusters, Houston Texas

Now a silent partner

12/2019 - Present

- ✓ Developed a GTM strategy and marketing tech-stack, achieving 400% growth in one fiscal year.
- ✓ Co-led the development of a Saas product, targeting property owners.
- ✓ Led scaling initiative to output more property claims resulting in Tiger Adjuster being the first public insurance adjusting firm in the U.S. to franchise.

Stewart Severino

3x Chief Marketing Officer and graduating Dallas Theological Seminary May 2022

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EXPERIENCE

Chief Marketing Office & Chief Experience Officer

U.S. LawShield LLC. Houston, TX 500+ employees

06/2018 - 11/2019

- ✓ Drove \$200 million in annual revenue by focusing on process, digital transformation and retention.
- ✓ Increased monthly memberships by 21% and annual by 30%.
- ✓ Renewal rate increase from 87% to over 91% resulted in \$3mm.

Chief Marketing Officer

Check-6 International Inc. Houston Texas

06/2016 – 06/2018

- ✓ Pivoted this sales only High Reliability Organization focused on Operational excellence, Change management, human performance in oil & gas, manufacturing, and healthcare consultant into a scalable organizations.
- ✓ Established marketing department and tech-stack, enabling Check-6 to increase sales pipeline and revenue from \$2 million to \$3.5 million ARR.

SVP, Marketing

Capstone Associated & Feldman Lawfirm B2B/B2C

06/2013 – 09/2016

Leading provider of true turnkey captive insurance services for the B2B middle market since 1998.

Grew ARR from \$15 million to \$18 million through strategic sales and marketing optimization and automation.

Director of Digital Marketing

Company of Others – [FKM ad agency] B2C/B2B

02/2008 – 06/2013

Largest advertising agency in the southeast servicing fortune 500/100 clients.

- ✓ Led the agencies digital marketing initiatives for Fortune 500 clients, increasing agency annual revenues from \$15 million to \$25 million.

Sr. Marketing Manager

Continental Airlines (United), HQ Houston, Texas

03/2006 – 02/2008

- ✓ Pioneered Dynamic Customer Marketing: Transformed traditional CRM into behavior-predictive marketing, developing predictive models based on travel patterns and purchase behavior.
- ✓ Innovative Travel Solutions: Led the development of the nation's first mobile boarding pass and the TripAlert system, enhancing passenger convenience through SMS and mobile messaging.

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Technology Manager

SmartTuition/ParishPay, Manhattan, NY

04/2003 – 02/2006

- ✓ Strategic Impact: Played a key role in ensuring financial stability and operational efficiency for educational institutions through innovative service solutions.
- ✓ Financial Backbone for Schools: Provided critical billing, collection, and A/R functions, supporting schools from those on the brink of closure to those with wait-lists for admission.
- ✓ Growth and Expansion: Utilized marketing and sales support to double the number of households served in 24 months and increase revenues nearly fivefold over 48 months.
- ✓ Product Development: Expanded the company's product offerings, enhancing its value proposition in the FinTech and EdTech sectors.

Ecommerce Manager

Intrawest Resorts Vernon NJ, **B2C/B2B Real estate & Hospitality**

04/1999 – 03/2003

A premier North American mountain resort and adventure company since 1976

- ✓ Independently increased ticket sales and memberships through online channels, optimizing brick-and-mortar sales.
- ✓ Implemented new websites and programs, resulting in 48% of total revenue from e-commerce.
- ✓ Utilized customer data to target specific demographics and behaviors, elevating the company to the top of the e-commerce and email marketing sector among Amazon and Ebay.

Education

Masters

Dallas Theological Seminary

Masters in Organizational Leadership- MAOL 5/2022

Certifications



Forrester Research, CX-1 certification for customer experience professionals 2019

Google adwords certified 2017

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AWARDS

Top Pioneer – Micro captive space - 2015

Power 50 – Global Captive Awards 2014 Mashable Open Web Source 2008 (Social Media)

Adobe Site of the Day - 2008

Addy, Silver District-2008

Addy, Bronze Regional -2008

Mention in <http://www.onlyinhouston.org/en/cms/4/>

Forrester Research 2003 – Honorable mention for best email campaign & ecommerce.
Intrawest Resorts

CONTRIBUTING WRITER FOR CAPTIVE INTERNATIONAL PUBLICATIONS – A U.K. BASED
ORGANIZATION IN THE CAPTIVE INSURANCE INDUSTRY

Featured in

Podcasts: <https://www.i54agency.com/nonprofit-podcasts>

Articles: <https://alumni.dts.edu/widening-the-door-to-discipleship/>

<https://houston.innovationmap.com/gotspot-spruce-socialmama-accel-truss-chaione-umanity-otso-pivot-for-covid-19-2645804951.html>

<https://voyagehouston.com/interview/meet-stewart-severino-h-town-incubator-north-houston/>

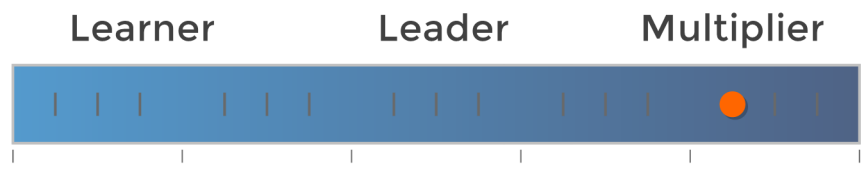
https://www.theadvocate.com/baton_rouge/article_ecffc6a4-70a3-11ec-91df-5f58597c3b10.html



Participant

Stewart Severino

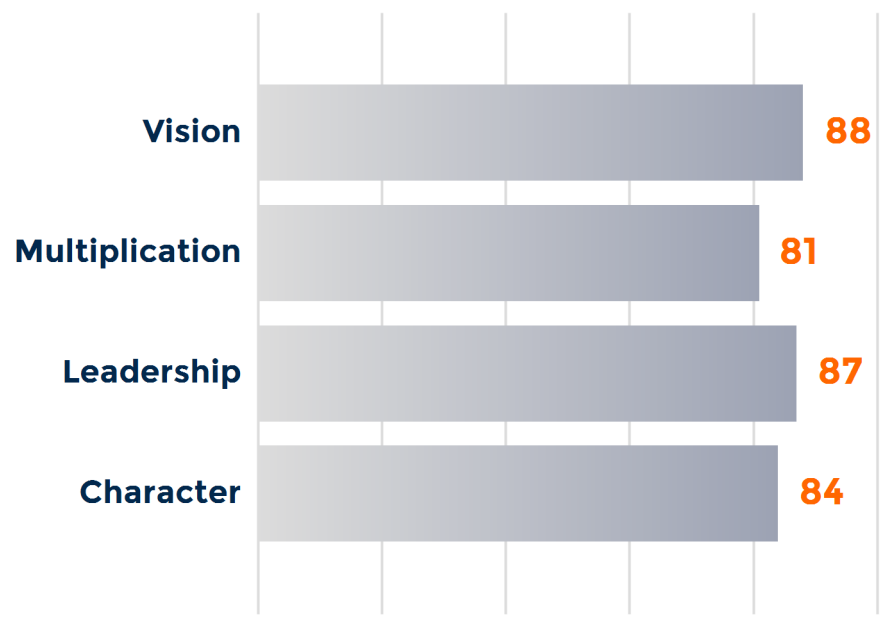
Pipeline Survey Overall Score 85



Personal Information

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Category Scores



Pipeline Survey Overall Score 85



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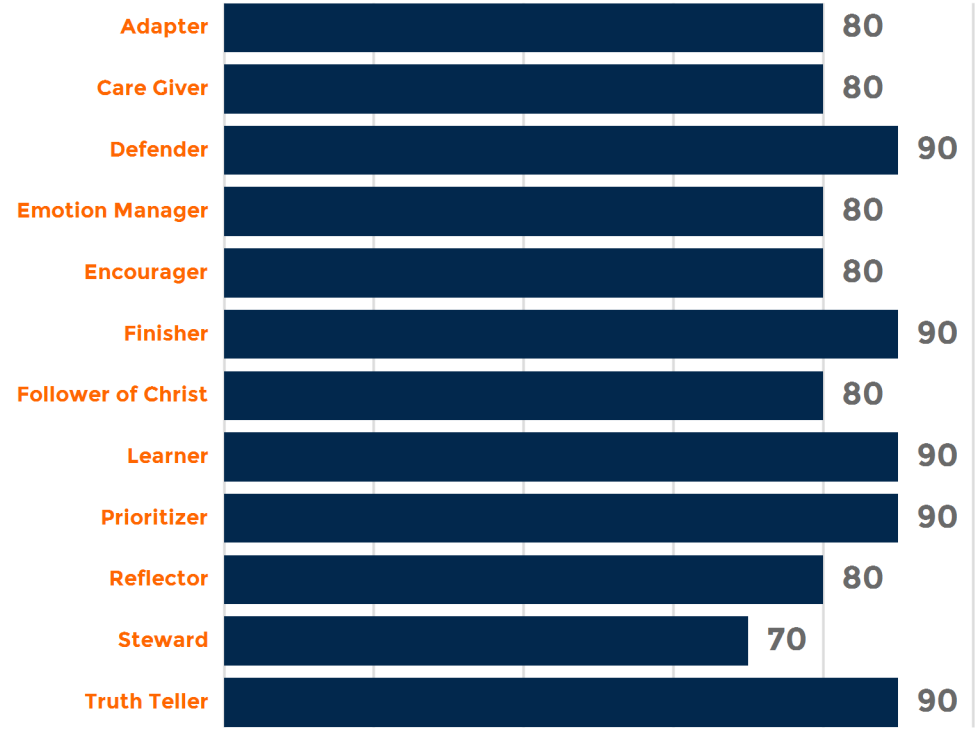
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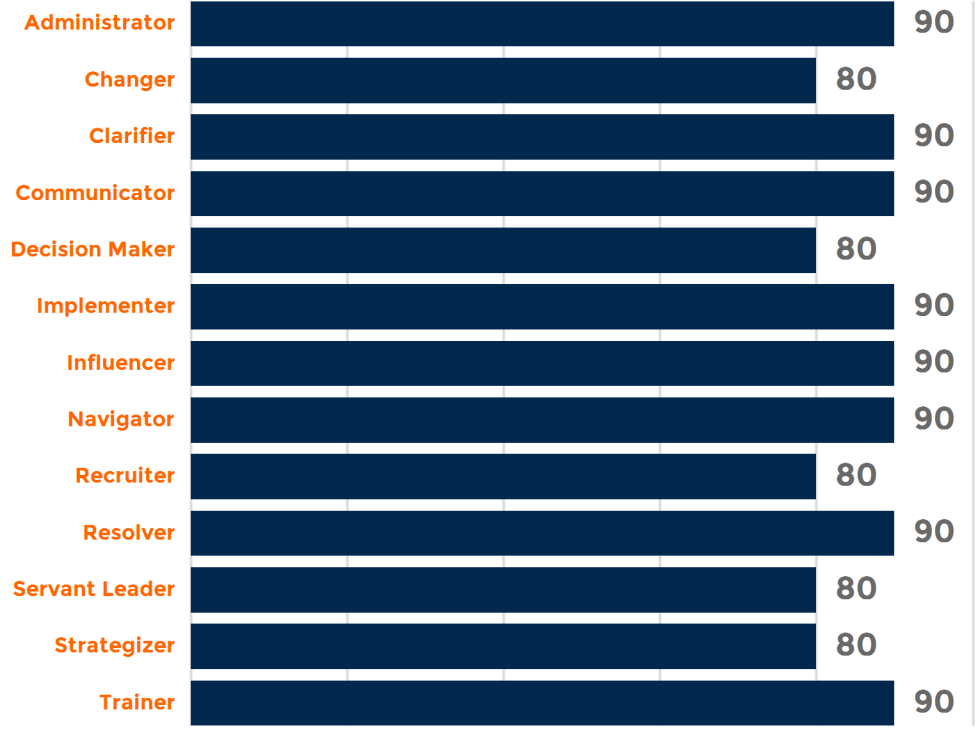
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SubCategory Detail Scores

Character



Leadership



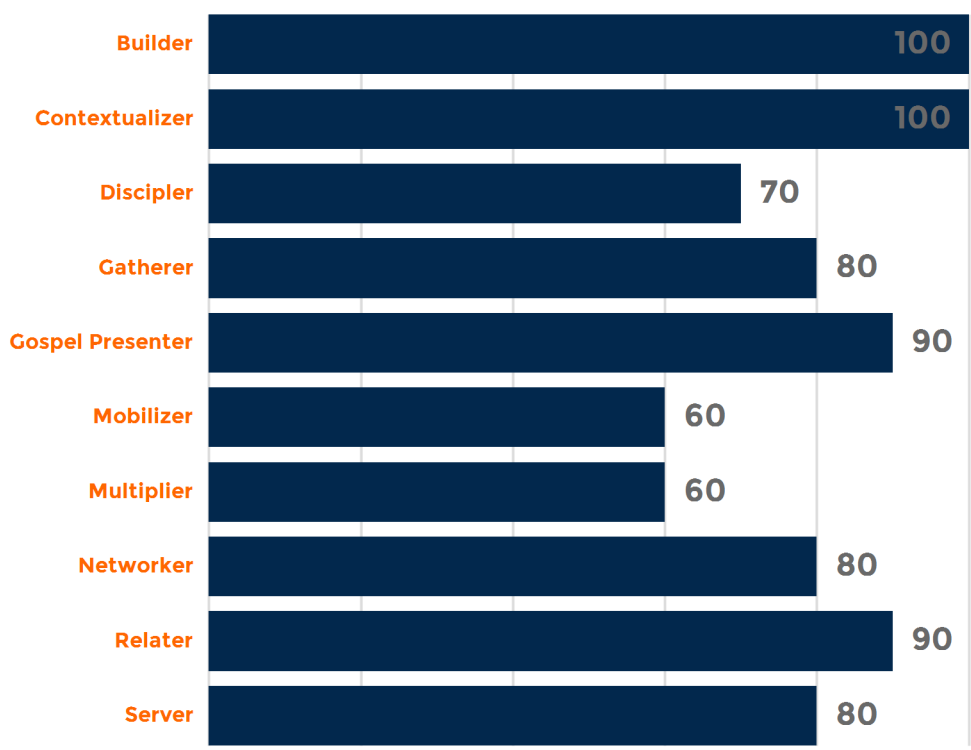
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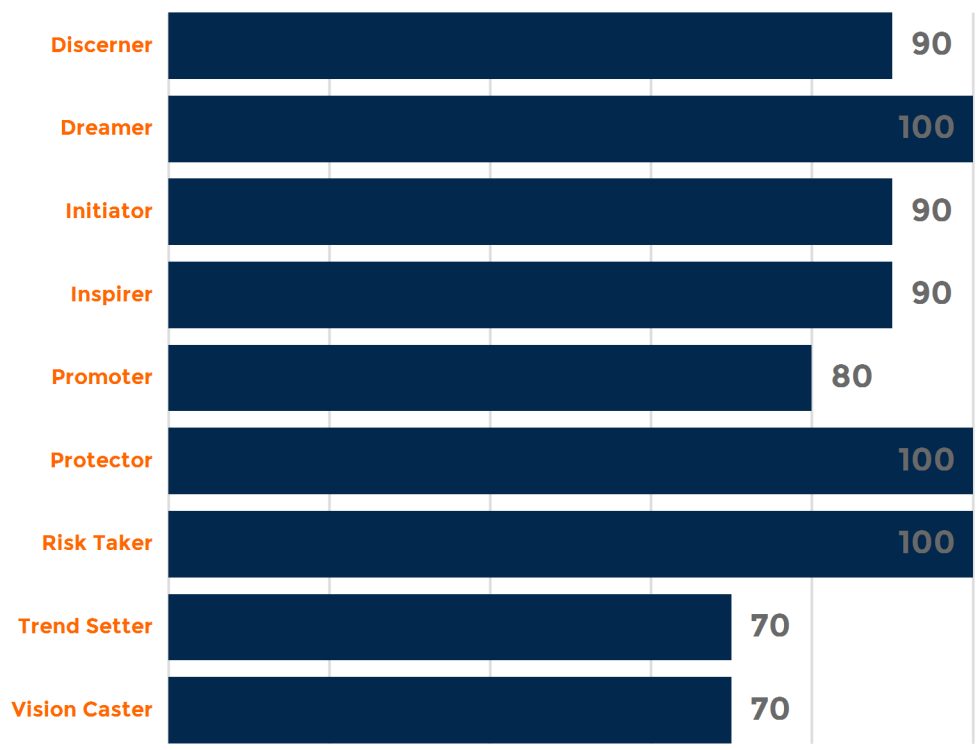
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Multiplication



Vision



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Severino**

Pipeline Survey Category/Subcategory Descriptions

Character

Seeking to determine what uniquely defines the candidate's personality and ethics

Adapter Able to respond with flexibility to opportunities, threats and challenges

Care Giver Eagerly extends love, grace and care intentionally in all spheres of life

Character Seeking to determine what uniquely defines the candidate's personality and ethics

Defender Protects and maintains personal, established values and morals even under pressure or attack

Emotion Manager Able to manage emotional stability in the face of adversity

Encourager Readily looks for opportunities to build others up with words and actions

Finisher Possessing the internal strength necessary to persevere to the completion of commitments

Follower of Christ Demonstrates integrity, purity and consistency as a faithful follower of Jesus Christ

Learner Exhibits a continual pursuit of personal development with a teachable spirit

Prioritizer Allocating appropriate levels of time and energy to maintain healthy balance in life

Reflector Willing to examine one's self with careful consideration and make needed adjustments

Steward Views stewardship as a privilege and responsibility to honor God and bless others

Truth Teller Has the habit of speaking the truth honestly and directly

Multiplication

Evaluating the candidate's commitment to shaping a kingdom movement

Builder Enjoys seeing projects, systems, plans and people developed and nurtured to full potential

Contextualizer Filters efforts, decisions and strategies through the perspective of the intended audience

Discipler Deliberately leads a gospel driven life worthy of imitation and actively leads others to do the same

Gatherer Draws people to join forces for a common cause and compels them to relate well together

Gospel Presenter Is consistent and fluent in communicating the gospel with an easily understood delivery

Mobilizer Employs influence to prepare and dispatch others toward new ministry opportunities

Multiplication Evaluating the candidate's commitment to shaping a kingdom movement

Multiplier Reproduces disciples, leaders, teams and ministries with regularity and robust intent

Networker Has an ability to network people and resources to meet kingdom objectives

Relater Easily establishes and maintains many healthy relationships across various spheres of life

Server Demonstrates a heart and attitude of service toward those in the community

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Pipeline Survey Category/Subcategory Descriptions

Leadership

Appraising the candidate's ability to influence, develop and deploy others toward the common goal

- Administrator** Enjoys management and implementation of detailed strategic measures
- Changer** Recognizes and responds appropriately when change is needed
- Clarifier** Skillful and adept at bringing accuracy and simplicity to complex realities
- Communicator** Able to transfer truth and ideas effectively to a variety of audiences by various means
- Decision Maker** Adeptly analyzes possible options and commits to a course of action
- Implementer** Able to understand plans and execute what is necessary to move them to reality
- Influencer** Able to be a positive and compelling force in moving an organization forward
- Leadership** Appraising the candidate's ability to influence, develop and deploy others toward the common goal
- Navigator** Organizes and controls the flow of people and resources toward a common purpose
- Planner** Capable of charting a long range course with incremental and achievable goals
- Recruiter** Recognizes potential in people and places them in positions in which they can use their gifts
- Resolver** Directly confronts problems and negotiates toward a positive resolution
- Servant Leader** Demonstrates a heart and attitude of service toward those being led
- Strategizer** Capable of charting a long-range course with incremental and achievable goals
- Trainer** Seeks to improve, impart new skills and educate others to reach their potential

Vision

Measuring the candidate's ability to see, share and realize a God-inspired vision

- Discerner** Strongly and intuitively senses God's activity, presence and purpose in most endeavors
- Dreamer** Feels energized by creative thinking and exploring solutions from unconventional perspectives
- Initiator** Possesses confidence to be out front and chart new territory
- Inspirer** Easily attracts others toward common goals by appealing to shared aspirations
- Promoter** Is a champion of ideas and initiatives and effectively communicates a positive position
- Protector** Protector Remains calm when others question vision direction
- Risk Taker** Takes stances or makes decisions that involve personal risk but which are judged advantageous
- Trend Setter** Not afraid to create innovative and unique opportunities that gain the allegiance of others
- Vision** Measuring the candidate's ability to see, share and realize a God-inspired vision
- Vision Caster** Uses common and compelling language to paint a clear picture of the desired future