

# Bruno Steppuhn

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## *Specialties*

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### **Skills**

- Startups; business planning, operations and management
- Online brand management
- Product development management
- Project Management
- Sales and Business Development
- Private Capital Fundraising

### **Software and Tools**

- Google Analytics and Adwords Certified
  - MS 365: Word, Excel, Powerpoint
  - Adobe CS: Ps, Id, Pr, Acrobat
  - Axure Pro
  - HTML/CSS/Bootstrap/Foundation
  - Coda 2, MAMP
  - Canon 40D, Sony NX5U
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## *Education*

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- BCOM, Finance Undergraduate Degree – University of Calgary (In Progress)
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## *Experience*

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### **Xpan Interactive – Vice-President of Web Services**

November 2015 to Present

Leading the charge to foster the growth of Xpan's web division, my role spans across multiple disciplines, from operational management, business development and sales, process development, to project management.

- Change Control Management; transitioned current projects to new leadership and process structure.
- Foster new business going into 2016 and increase revenue by a minimum of 30% YOY growth.
- Develop and maintain operational processes between the division and Xpan Interactive corporate.

### **Solid Site – Director of Operations**

July 2014 to November 2015

As Solid's head of internal efficiency, my role encompassed projects that contributed to the overall growth of the company.

- Introduced new client engagement policies, project management best practices, and more efficient fiscal management.
- Created The Solid Services program which directly increased annual client spending budgets by 200% and opened opportunities for further engagement to increase ROI for each of Solid's respective clients.
- In the second half of 2014/2015 fiscal year, my role helped the company increase monthly revenues by more than 2x and the company is on track to continue the growth trend for the fiscal of 2015/2016.

### **Appsquire Consulting Ltd. – Product Manager**

February 2014 to July 2014

Fluik Entertainment, in conjunction with Appsquire Consulting, developed an internal tool that tracked player related data, sent push notifications, and A/B tested campaigns. My role was pivotal in the first commercialization phase of the product called Yerdy (<http://yerdy.com>).

- Led the team to develop a web-based user-friendly dashboard, platform specific SDK Packages for developers, and integrated the product into games developed by Fluik Entertainment for beta testing.

- Managed the development of new features that included outlier and cheater detection as well as ad monitoring from services such as Chartboost and Vungle. Fluiik Entertainment now uses the product across all of its mobile game products.
- Acted as interim producer for updates and the development of some of Fluiik Entertainment’s mobile games such as Amazing on the Kindle Fire, Castle Wars for Google Play, and Alpie the Squid on multiple platforms.

**Fabler Comics Inc. – Co-Founder**

2008 to 2014 (6 Years)

Together with my co-founder, I set out to create a more viable distribution and marketplace platform for independent web-comic creators. My role in the company was to raise capital, lead product development, sell the product to customers, and conduct business development.

- In 2010, I accepted the Digital Alberta award for the “Best Use of Social Media,” resulting from the company’s unique product offering.
- In 2011, I accepted a position in Rocket-Space as a cohort through The Canadian Technology Accelerator program in San Francisco where I worked along side other Entrepreneurs from countries around the world.

**Zensoft Studios Inc. – Founder/CEO**

2004 to 2014 (10 Years)

Zensoft was founded by me and a consortium of small video game companies, in the early mobile gaming and multiplayer video game spaces.

- Raised capital and led the team to create simulations, learning based games, and eLearning content for many of their clients over the years.
- Led acquisitions of, PHP Overlord, Crowded Games, and Dragonfish Games.
- Completed projects, publishing more than 50 titles, with many small and medium sized business such as, Mind Fuel (formerly Science Alberta), Agrium, Husky Energy, Bombardier, SRI International, Stanford University, and University of Southern California.

**Chronolyth Interactive Inc. – Founder**

2000 to 2004 (4 Years)

As a hobbyist video game modder, I founded the company set on developing multiplayer game experiences in virtual worlds.

- Raised capital to develop the company’s first prototype. Led a team comprised of both in-house and remote-based developers in both Canada and the USA.
- Led the company to develop an innovative software platform that enabled game consoles, j2ME based mobile phones, and PC’s to communicate simultaneously, called Agnostic.
- Experience with with early-smartphones helped enabled us to develop some of the first Location Based games slated for mobile game players.

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*Volunteer*

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**Innovate Calgary – Startup Mentor**

2016 to Present

**Futurepreneur – Small Business Mentor**

2015 to Present

**Diversify Alberta – Founder/Researcher/Writer**

2015 to Present