

Justin Steyer

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BUSINESS DEVELOPMENT | CONSULTATIVE SALES | CUSTOMER RELATIONSHIPS

#### Professional Summary

Relationship-focused business and technology leader with 15+ years of experience building trust, identifying organizational needs, and translating complex challenges into practical solutions. Proven ability to engage stakeholders, uncover business objectives, and guide conversations that align needs with outcomes across executive leadership, technical teams, and external partners.

Experienced presenting recommendations, managing relationships, and navigating complex decision-making environments involving budgets, priorities, and competing stakeholder needs. Combines strong communication skills, curiosity, and high personal accountability with hands-on experience supporting customer-facing initiatives and business growth opportunities.

Seeking to leverage a background in consultative problem-solving, relationship development, and operational leadership in a sales development environment.

#### Core Strengths

Consultative Selling | Relationship Building | Needs Discovery & Qualification | Prospect Research | Stakeholder Engagement | Customer Communication | Executive Presentations | Objection Handling | CRM & Pipeline Management | Cross-Functional Collaboration | Vendor & Partner Management | Voice of Customer (VOC) | Salesforce | Solution-Oriented Communication

#### Professional Experience

Technology & Digital Operations Consultant | KNKX Public Radio | 2025–Present

- Continue supporting operational and reporting workflows following organizational restructuring.
- Coordinate cross-functional support involving systems, reporting workflows, and vendor/platform processes.
- Maintain continuity for critical operational and reporting initiatives.

Director of Digital Media & Technology | KNKX Public Radio | 2015–2025

- Led digital operations, engineering functions, and technology strategy across a multi-site public media organization.
- Managed approximately \$2M annual departmental budget while leading cross-functional initiatives.
- Built trusted relationships across executives, teams, vendors, and external partners.
- Led discovery conversations to identify challenges and translate business needs into practical solutions.
- Influenced purchasing and strategic decisions through recommendations and consultative communication.
- Presented strategies and recommendations to executive leadership and board stakeholders.

Director of Digital Strategy | KNKX Public Radio | 2014–2015

- Led digital strategy and audience engagement initiatives supporting organizational modernization.
- Coordinated communication and workflow initiatives across multiple teams.

Multimedia Manager | KNKX Public Radio | 2009–2014

- Managed digital publishing workflows and audience-facing platforms.
- Supported process improvements and digital modernization initiatives.

Producer | The Seattle Times | 2008–2009

- Coordinated digital publishing and multimedia workflows in a fast-paced newsroom environment.

Membership Sales | 24 Hour Fitness | 2002–2004

- Generated membership sales through consultative conversations and needs discovery.
- Built rapport and addressed customer concerns in a performance-driven sales environment.

#### Technology & Platforms

Salesforce | Zendesk | Smartsheet | Airtable | Monday.com | Google Workspace | Reporting & Dashboards | CRM & Workflow Systems | CMS  
Platforms (Grove/Brightspot, WordPress, Drupal)

#### Education

MBA, Technology & Innovation Management | Pacific Lutheran University

BA, Visual Journalism | Western Washington University

AAS | Tacoma Community College