



STEPHEN KING

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Notable Education

Acadia University, BCS, 1985
Mount Royal College, CFP, 1998
Intuit Fast Path (Process Excellence), 2001
Intuit ALP (Social Networking), 2004
Executive Coach, 2006

Key Career Roles

VP, Software Development, Cantax
VP and Co-Founder, Greenpoint Software
President, Intuit Greenpoint
VP, Sales and Marketing, Intuit Canada
Director, Business Dev., Intuit Canada & U.K.

After graduating from Acadia University in 1985 with a degree in computer science, Stephen King commenced what continues to be a remarkable career in the Canadian software industry. In Halifax, Stephen was Technical Director in his first start-up, Videotex Atlantic, which focused on distributed information and graphic kiosk systems for the tourism and rental industries.

With a move to Calgary in 1988, Stephen held the position of Vice President, Software Development of Cantax, an early industry leader in the consumer tax software business. In 1995, he co-founded Greenpoint Software and the ProFile Professional Tax Software Suite, used by over 10,000 accountants to file more than 3 million T1, T2 and T3 tax returns annually. Stephen wore many hats in the high-growth Greenpoint startup, but specifically he coded the ProFile FP (Financial Planning) software module, as well as had responsibility for marketing, sales, technical documentation and client communication. He was VP of Greenpoint and on the Board of Directors.

Greenpoint Software was acquired in the fall of 2000 by Intuit Canada, a division of Intuit Inc. (NASDAQ: INTU). Stephen became the President of the Intuit Greenpoint Professional Accounting Solutions, which also included the QuickBooks ProAdvisor accountant influencer program, and drove annual growth of 75%, finishing in 2004 with revenues of about \$12M.

From 2005 to 2007, Stephen was on the Intuit Canada core executive leadership team as VP, Sales and Marketing, which included brand marketing responsibilities (QuickTax, QuickBooks, Quicken and Profile), Public Relations, Government Relations, all sales channels (direct, phone, eCommerce, retail sales), and 3rd party relationships (banks, distributors, industry associations, online customer communities). This role saw QuickBooks retail marketshare grow from 36% to 52% and helped Intuit Canada exceed \$100M in revenue. He increased payback of marketing expenditure from 4x to 7.9x, and increased employee engagement by 17%.

In his final role at Intuit as Director, Business Development, Intuit Canada & U.K., Stephen led the development of the five year business strategy for Intuit in the United Kingdom. Stephen was also a Director for Mountainview, California based Intuit Inc for five years.

Having filled a variety of critical roles in software firms of all sizes, both public and private, Stephen parted ways with Intuit in June, 2007, and is currently immersing himself in the simmering Calgary high-tech community. He blogs for www.techvibes.com and is an Advisor to www.mob4hire.com

Stephen's passion for business is equalled by his passion for life. He has recorded 6 music CD's through www.opticrog.com, has run triathlons and marathons, produces videos, loves snowboarding, snowshoeing, camping, fishing, sushi and technology, actively raises money for lupus and colo-rectal cancer, and spends as much time in nature as he can with his loving wife and precocious daughter.