

STEVEN RAAEN
156 WEST 74TH STREET, 4D
NEW YORK, NEW YORK 10023

PROFILE

Business Management executive responsible for developing multiple successful products and processes that promote efficient workflow and information transparency for institutional investors.

EXPERIENCE

CONSULTANT, JANUARY 2013 - PRESENT

- Advise startup firm on potential opportunities to help banks and institutions purchase and deploy market data services more efficiently.
- Assisted the CEO of The Street, Inc. on business strategy for connecting electronic brokers to retail investors in order to optimize advertising value, and promote return viewership to The Street sites.

DOW JONES & CO., MARCH 2012 – JANUARY 2013

ADVISOR TO THE CEO

- Advised the CEO in developing a business strategy for professional markets that leverages existing Dow Jones content in building innovative news discovery, due-diligence and supply chain products.
- Developed a strategy to improve the search capabilities of the Factiva news aggregation platform by implementing a user feedback loop and flatten the tagging hierarchy used by Factiva, The Wall Street Journal, Barron's, Market Watch and Smart Money.
- Worked with the data visualization community, including visualizing.org to develop visualization-based search results browser.

BLOOMBERG L.P., 1989 – 2011

BUSINESS MANAGER, MESSAGE MINING, 2007 – 2011

- Developed a real-time process that identifies, validates and extracts data from institutional traders' email inboxes. Resulting data is used exclusively by the recipient to manage risk, improve trading prices and price portfolios of OTC securities.
- Led the design of a popular user interface that elegantly displays message-mined quotes on credit derivatives and asset-backed securities.
- Achieved accuracy rate of 99.7 percent in an independent audit performed by a large institutional client.
- Extracted and delivered 250 million securities price quotes that were viewed by 120,000 users each day.

BUSINESS MANAGER: DATA MESSAGING, 2004 – 2006

- Created a process for securities analysts to add data elements to emails, so that investors may analyze and rank the performance of their custom trade ideas. Produced data on sales coverage that was used in institutions' broker vote.

BUSINESS MANAGER: TRADEBOOK COMMISSION SHARING, 2000 – 2004

- Created the first commission sharing program, helping institutions unbundle trade execution and research expenditures. Within two years the program generated or protected \$25 million in annual revenue for Bloomberg's electronic brokerage service.

PRODUCT MANAGER: INDICATIVE PRICING & EQUITY ORDER ROUTING, 1995 – 2000

- Lead initiative to become the first major market data provider to embrace FIX messaging protocol, enabling banks to send indicative securities prices (IOIs) and trade reports to their clients' Bloomberg screen.
- This data is fully integrated into Bloomberg's trading and system products and helps hundreds of institutions manage risk, seek best trade execution and reduce trading errors.
- Helped manage the initial rollout of Bloomberg Tradebook ECN.

APPLICATIONS SPECIALIST: EQUITIES, 1989-1995

- Trained sales force on how to position the Bloomberg product to equity salespeople, traders and analysts.
- Author of most of the sales and marketing materials for Bloomberg's equity analytics.
- Demonstrated and sold the product to our first major buy-side clients.
- Advised senior management on business strategy for equity analytics.

COMMUNICATION

- *Public speaking*: Presented at dozens of conferences/seminars.
- *Marketing*: Produced all front-line training, sales and marketing materials.
- *Published*: Multiple articles in Bloomberg Markets magazine.
- *Appeared*: Several times as guest analyst on Bloomberg Television.

TECHNICAL SKILLS

- *Business Tools*: MS Excel, Word, Project, Powerpoint, Wordpress, C-Panel, PHP Admin, Pages, Keynote, Numbers.
- *Data Tools*: MySQL Workbench, Oracle SQL Explorer, Navicat, BBEEdit.
- *Programming*: PHP, SQL, Python, HTML, CSS, Javascript.

EDUCATION

UNIVERSITY OF NORTH CAROLINA, GREENSBORO, NC, 1979 - 1981

REFERENCES

Available on request.

HOBBIES

- *Programming*
- *Long Distance Hiking*