

## **Steve Sturm**

### **Executive Automotive Consultant**

#### **TVB**

Steve Sturm is the Executive Automotive Consultant for TVB, the national trade association representing America's local broadcast industry. Over the past five years, Steve has provided his unique perspective on current sales, market, brand and marketing reviews to the industry. He published an Auto Industry Playbook that provides a comprehensive review of the industry and key selling techniques. Steve and the Business Development team provide one-on-one sales calls to member stations for their key auto accounts to help grow or gain new revenue.

Prior to consulting with TVB, Steve was an accomplished senior automotive marketing and media executive. He was a valued member of the top management teams in chief marketing roles with Toyota Motor North America and Toyota Motor Sales, USA. He was instrumental in brand building and market expansion, having launched numerous new and major redesigned models that generated billions of dollars in new revenue, entering new segments, growing revenue and market share for the Toyota and Lexus brands.

In addition, following his Toyota career, Steve led the automotive category at the Category Office for AOL and its automotive sites and marketing platforms. He delivered \$10M+ in new annual revenue by adding five brands to their advertising portfolio.

Steve resides in Huntington Beach, California, and New York City.