

STEPHEN STREICH

General Manager | Revenue & Operations Leader | Premium Service & Performance Businesses

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Operator who walks into premium service businesses and generates revenue fast. Built and ran three performance and service ventures from the ground up, including a \$1.3M-P&L athletic-performance center scaled from an underperforming unit and a youth-performance facility taken to profitability inside six months. MBA and Master's in Sports Management from IE Business School. I lead from conviction: I hire and develop sales-driven teams, design the client experience, and build the acquisition, onboarding, and retention systems that turn a single location into a repeatable revenue engine.

CORE STRENGTHS

P&L Ownership • Consultative & Membership Sales • Team Recruiting, Training & Coaching • Revenue Growth • Client Experience Design • Acquisition & Retention Systems • Local Marketing & Community Outreach • Premium Positioning

EXPERIENCE

General Manager, Revenue & Operations

Jan 2023 – Mar 2025

Driveline Baseball Enterprises, Inc.

Scottsdale, AZ

- **Generated \$300K in new revenue within the first 90 days** by stabilizing and scaling an underperforming unit, then earned promotion to full operational ownership of a \$1.3M annual P&L.
- **Recruited, trained, and led a 20+ person team;** pricing, scheduling, and utilization models across a premium athletic-performance center.
- Implemented repeatable client acquisition, onboarding, and retention systems that lifted utilization and membership revenue.
- Arizona operation recognized internally as the model location for performance and operational execution.

Ecosystem Account Executive (New Logo)

Feb 2026 – Present

Domo

Phoenix, AZ (Remote)

- Sell an enterprise data and AI-agent platform to C-suite and executive buyers through a partner co-sell motion into cold enterprise accounts.
- Own full-cycle new-logo acquisition: prospecting, executive discovery, multi-stakeholder deal navigation, and close.

Founder & Operator

Sep 2017 – Apr 2020

TAP Athlete

Chandler, AZ

- **Launched and scaled a youth-performance facility** serving the Phoenix metro; reached profitability within six months and generated roughly \$500K in membership revenue.
- Led site selection, lease negotiation, build-out, pricing, marketing, and staffing end to end.
- Designed a subscription revenue model with premium positioning and strong member retention.

Owner / Business Operations

Mar 2021 – Present

NK.B – The Art of Esthetics

Tempe, AZ

- **Co-founded and built** a single-location premium aesthetics practice from zero to \$770K in cumulative revenue; involvement now limited to ownership and administrative oversight.
- Designed pricing, scheduling, staffing, and the full client lifecycle; optimized capacity to sustain six-figure annual revenue on roughly 12 operating days per month.

Sales Operations Manager

Feb 2015 – Oct 2017

Moves The Needle

Remote

- Closed \$250K+ in B2B services revenue and supported enterprise client engagements and proposal development.
- Built the CRM, sales stages, workflows, and internal enablement resources for the go-to-market team.

EDUCATION

Master of Business Administration (MBA) *IE Business School*

2013

Master of Sports Management *IE Business School*

2012

B.A., New Media Communication *University of Utah*

2011