
MarketShare Appoints Steve Tobias as SVP and Managing Director

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“MarketShare’s advanced analytics and innovative products, such as MarketShare Optimizer, Rapid Optimizer and Planner, are true differentiators from anything I’ve seen in the marketing sciences space today,” said Steve Tobias. “I’m thrilled to join the company at such an exciting time and to work with clients to help them achieve their business results.”

Tobias joins MarketShare from Marketing Management Analytics (MMA) where he served as Managing Director and Client Officer. In this role, he led all revenue producing activities as well as business development strategy for the firm. He successfully managed a portfolio of blue chip clients including Avon, Citi, Discover Card, Disney, GlaxoSmithKline and Johnson & Johnson.

Prior to MMA, Tobias was a senior manager at BearingPoint and oversaw the company’s Digital Content Solution for Media, Entertainment and Advertising. In this role, he led the business development activities in the advertising industry and digital content management space. Before BearingPoint, he held various senior roles at Arthur Andersen where he serviced dozens of brand name clients.

Tobias holds a Bachelor of Science degree in Accounting from SUNY at Albany and a Masters of Business Administration from New York University’s Stern School of Business. Additionally, Tobias earned his CPA license while at Arthur Andersen.

“Steve has more than a decade of significant industry experience. He possesses the ability to marry the art and science of marketing and has a deep understanding of what clients need,” said Jon Vein, CEO and co-Founder, MarketShare. “The demand for MarketShare’s offering continues to grow, and we’re pleased to have someone of Steve’s caliber join the team to help our growing roster of clients through our unique services and tools.”