

Sales and Marketing Concepts

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As a function of the nature of the business, sometimes the sales activities and the marketing activities are under separate leadership. Sometimes there is not difference between sales and marketing (they are one and the same under one leadership). Some businesses are market driven (P & G at one time was a market driven business); some are sales driven (Sherwin Williams was sales driven; no marketing (that I could tell) was going on).

Multiple Domain Curiosity – The Foundation for Commercial Success

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George has over 30 years management and marketing experience with startup and large technology companies. Currently George is president of Winrock Ventures, a management consulting company he founded in 1998, that specializes in developing strategic, marketing and sales programs for companies. Clients include startups and Fortune 500 companies. Additionally he is on the boards of GVTC Communications, where he serves on the finance/audit and long range planning committees and NetIrrigate a startup providing Wireless Agricultural Irrigation Monitoring (WAIM). Prior to Winrock Ventures, George was senior vice president of sales and marketing, and vice president of global business

development, at Schlumberger. Previously he was founder and president of GlobalSoft, a division of Schlumberger; president and CEO of StrataModel; founder and vice president of Cognition and executive vice president of Intergraph Corp. As an NDEA fellowship recipient, George graduated cum laude from Baylor University with a MA in physics and a BA in mathematics.