

sales & marketing management

CURRENT ISSUE

March 2005

How I Got Here

Executive VP of Marketing, ISN Network, Carlsbad, California

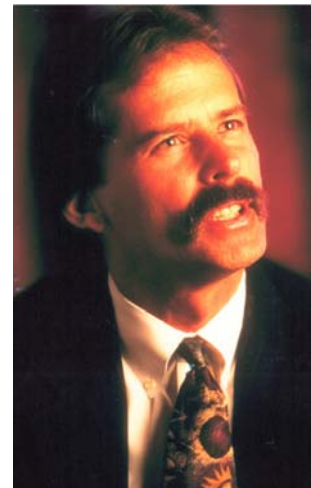
Steve Locko has never had to look for a job — he's always been lured away. So what draws companies to him? "I'm the guy who looks at something from a different angle," he says.

After getting his bachelor's degree in economics from the University of California, Los Angeles in 1975, Locko entered the fast-track management program at Prudential Inc., a financial services provider, where he had supervisory positions in six different areas in one year. "When I was at board meetings, I didn't just doodle; I listened and learned my peers' businesses," Locko says. He also wasn't afraid to ask questions.

After his stint at Prudential, Locko worked with several New York Stock Exchange firms. At Westcorp, a financial services holding company based in Irvine, California, he worked as several subsidiary presidents in both operational and sales management for almost 12 years. In 2000, Locko earned a second bachelor's degree in computer science and an MBA. He next spent a few years with two national planning firms building sales distribution and as president of insurance and planning, before eventually landing at ISN Network, a national provider of wholesale insurance.

Locko's desire for knowledge has helped him remain innovative in the financial services sector, which he says is typically reactive instead of proactive. "I've managed to avoid getting stale, and I'm pleased to be working with ISN's experienced management team and staff, and look forward to introducing service, program, and marketing and sales innovations using their considerable resources."

—Jessalynn Brinkmeyer



Reprinted with permission
©Sales and Marketing Magazine