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Born in Rochester, NY, Steve Frankel has enjoyed a career which balances his passion for multiple sectors of the media and entertainment industries. Steve grew-up playing piano, drums, and performing magic and was the first high-school student intern at a major Rochester-area recording studio. In college, Steve combined his love of media, music, magic, and science by earning his Bachelor's degree in Sound Recording Technology ("Tonmeister Studies") from the State University of New York (SUNY) at Fredonia. While in college, Steve spent a semester at the Master Sound Astoria Studios at the Kaufmann Astoria film complex in Queens, New York.

Following college, Steve joined CGI of Rochester as an Engineer running audio for video projects. As the compact disk was then being introduced, Steve recognized the enormous changes to come in the industry and decided to shift his focus from traditional analog recording and towards the emerging digital audio, video, and media fields.

In 1988, Steve relocated to the Boston area to join the world's first digital audio manufacture, Lexicon Inc. At Lexicon, he developed his technical marketing and sales skills in five key positions over the next 13 years, spearheading all major product rollouts in multiple global marketplaces including pro audio, live sound, music retail, and desktop (PC/Mac) recording.

From 1995 to 1999, as Product Manager for International Sales at Lexicon, Steve became a part of a team of three who shifted the company's balance of sales as international sales at Lexicon grew to surpass domestic. From 1992 to 2000, Steve was "the face of Lexicon" for international distributors, domestic retailers, and high-profile customers including all live-sound touring concert accounts and crew.

In 2001, Steve joined SeaChange International, the video server manufacturer and leader in video-on-demand technology. At the newly-created position of Broadcast Marketing Manager, Steve led the marketing activities for the broadcast division.

In 2003 Steve joined MCSi, North America's largest A/V Design/Installation firm, as a systems engineer directing projects which incorporated emerging media technologies. While at MCSi, Steve earned his CTS (Certified Technical Specialist) Certification.

In 2004, Steve returned to Lexicon's consumer group, now known as the Harman Specialty Group, as the International Sales Manager for the emerging Asian and Pac Rim territories, handling HSG's three high-end brands: Lexicon, Revel Speakers, and Mark Levinson Audio.

In 2005, Steve took advantage of an opportunity to direct marketing activities for EVS Broadcast Equipment, inventors of the slow-motion instant replay video servers and the dominant force in the high-definition network television production market.

Steve has been a consultant for independent firms and web-based startups looking to market and sell products and services as well as provide technical support on networks and database design. He continues to immerse himself in today's media technologies including HDTV, Streaming Media, IPTV, and Digital Cinema. In addition to seats held on exhibitor committees with the NAB (National Association of Broadcasters) and AES (Audio Engineering Society), Steve remains active with the local SMPTE (Society of Motion Picture & Television Engineers) and currently holds a position with the Emmy Award Nominating Committee at the National Academy of Television Arts & Sciences.

Steve has never confined himself to learning only sales and marketing and considers a solid core of broad-based knowledge to be a key to success in any position. He has developed a keen understanding of the hardware and software manufacturing processes and has forged solid relationships with manufacturers and distributors around the world as well as with regional reps, international press, and retail sales chains. Steve understands the industry on the whole, the technologies and the disciplines involved and this broad-based knowledge and willingness to never stop learning has allowed him to effectively operate in many different positions.