

Aaron Ries

Effective digital leader

📞 416.992.2816

✉ aaron.j.ries@gmail.com

📍 Toronto, Canada

Proven success launching and scaling digital products in media and retail, managing performance products and leading teams to beat revenue and engagement plans. I turn digital goals into results.

- **10+ years in digital advertising and product** Built out new lines of digital growth from the ground up
- **Proven collaborator** Experienced manager with a top employee rating, comfortable with ambiguity
- **Track record of exceeding revenue targets** by owning GTM and commercialization strategy

Core competencies

Digital ad platforms	New product strategy	Sales collaboration
Content creation	Performance analytics	Bilingual (ENG/FR)

Manager, Product Marketing

Walmart Connect | 2025 - Present

- Own GTM strategy and revenue targets for all display advertising for Walmart Connect Canada
- Lead product commercializations strategy, creating all new processes and working with cross functional teams to design successful ad product implementation
- Design clear sales communication plans that ensure busy teams adopt new products and translate technical ad products into compelling narratives
- Create GTM playbook materials to launch new products flawlessly
- Uncover new category, product or client specific revenue opportunities through data
- Secure executive approvals for product strategy and new product investments
- Built and launched an Advertiser Help Center for a new Self-Service Advertising platform using AI workflows, reducing costs and increasing adoption of new platforms

Senior Manager, Content Marketing

CBC Media Solutions | 2021 - 2025

- Managed product and campaign strategy for native ads across streaming, web, and audio
- Exceeded revenue goals 4 consecutive years (avg. 178% to target) while owning the OKRs for the native ad business
- Launched 10+ first-to-market ad products, delivering 1.5B+ impressions and brand lift
- Created thought leadership content and sales materials increasing sales through a content strategy
- Accountable for team budget for all sales enablement and product marketing expenses
- Created all internal processes to guide successful new advertising product implementations, working with ops, revenue management, engineering and sales

Aaron Ries

Effective digital leader

📞 416.992.2816

✉ aaron.j.ries@gmail.com

📍 Toronto, Canada

Senior Manager, Content Marketing

Continued.

- Ranked in 91st percentile for team satisfaction among 800+ managers, demonstrating strong leadership in change management with 4 direct reports
- Established advertiser feedback loops with product teams - using data to create new features that increased customer satisfaction and revenue
- Developed roadmap for Connected TV ad solutions, guiding research, personas, positioning, sales tools, and launch with executive approval
- Built GTM playbook adopted company-wide for new product launches

Manager, Activation

CBC Media Solutions | 2018 - 2021

- Led Digital campaign activation for all custom digital advertising, managing a team of 3 direct reports and delivering 300+ custom campaigns per year
- Managed a production budget of over \$2 million annually, reducing costs each year
- Implemented standardized campaign creation and launch processes reducing timelines and labour required for each campaign and increasing client satisfaction
- Created an automated performance management system to monitor and exceed campaign goals
- Led the build of 30+ client micro-sites per year, managing cross-functional teams through UX design, engineering, database creation, approvals, QA, analytics implementation and launch
- Implemented an 3P tag management system responding to market needs
- Trained team on all new products and created product resources, increasing efficiency with comprehensive resources readily available

Education & Community

- **Chair, IAB Canada's Branded Content & Social Media Committee (2023-2025)**
 - Worked with industry partners to put on thought leadership events, share research and create relationships across the Industry
- **Steering Committee Bishop's University Alumni Mentorship Program (2016-2018)**
- **Bishop's University: Bachelor of Business Administration, Concentration in Marketing (Graduated, 2012)**