Christian Bingham.

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about

Launched a TikTok product group & scaled it to $XXXM ARR. Founded and sold a successful startup. 70th member of Appnexus (now Xandr). Goldman Sachs & Snapchat alum.

technical skills

Advertising Tech (DSP, SSP, DMP, CDP, RTB), REST APIs, scripting, SQL, Unix/Linux, Python, Global ads regulations, Identity Graphs, Machine Learning, data migrations, data lakes

experience

Snapchat
2023—2024

Product Manager
Led Snap's Ad Signal portfolio

- Redesign of Conversions API ("CAPI") for App, Web, & Offline
- Launched new browser tools (Automatic Advanced Matching, browser plugins, JS pixel)
- Oversight of partner integrations (eCommerce platforms, MMPs, CDPs)
- Improved privacy & regulatory tooling
- Optimized internal pipelines for lower latency & better matching + deduplication

TikTok
2021—2023

Group Product Manager
TikTok is the world's most download social media platform

- Led TikTok's Identity Matching Group, scaled to $XXXM ARR
- Decisioned billions of signals each day to directly power the performance ads business
- Built (0-1) company's portfolio of: Identity Graph (machine learning + deterministic), Web Pixels, Cookies, Privacy & Compliance controls

Lehigh University
2022—Present

Guest Lecturer
Lecturing yearly management courses at my alma matter

Oracle
2018—2021

Principal Architect, Data Cloud
Data Cloud is an audience collection & targeting platform (DMP)

- Design & implementation of high-value partner architectures
- Consultant to client leadership; Influenced millions of dollars via strategies & custom products
- Authored white paper discussing how businesses can embrace privacy frameworks to achieve regulatory compliance: link.bingham.is/privacy

Waypoint Media
Acquired by FanAI
2013 – 2017

Co-Founder, VP of Client Services
Waypoint was an influencer marketing platform & agency

- Acquired by Fan.ai. TechCrunch press release: link.bingham.is/exit
- Led Product. Achieved profitability, directed GTM strategies
- At peak, reached 45M viewers each month. Used by partners like Amazon & Twitch

AppNexus
Acquired by AT&T
2010 – 2013

Senior Implementation Consultant, Global Accounts
AppNexus was the world's largest independent digital advertising platform

- 70th employee. Led Publisher Integrations team
- PM for company's first server-to-server APIs, first video exchange product, etc.

Relocated to London to scale company's first international Global SolEng team

- Drove 2x headcount growth

**AppNexus
London**

- Led hiring, training, continuity across international offices

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Goldman Sachs
2008 – 2010

Financial Analyst, Global Control
Regulatory oversight for Asian & domestic security activity, weekly value ~$2.5BN USD

hobbies

I love to tinker with hardware and hack around software. Past projects:

Open-Source Firewalls – Custom-built, solid-state appliances designed to protect networks against foreign traffic, malware, & suspicious activity

Bootloader Hacking – Installing OSes on unsupported hardware

education

Lehigh University
B.S., Mechanical Engineering