

# Christian Bingham.

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## about

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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

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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

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### 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 downloaded 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](https://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](https://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

- 70<sup>th</sup> 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

## AppNexus London

- Drove 2x headcount growth
- 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

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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

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### Lehigh University

B.S., Mechanical Engineering