

Christian Bingham.

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about

Product Leader with a track record of scaling the world's largest brands & ad platforms. Built & led a TikTok team to \$550M. Founded & exited a startup. Shaped strategies & drove 2x headcount growth at AppNexus (now Xandr, acquired by Microsoft). Overhauled Snapchat's data portfolio. Goldman Sachs alum.

technical skills

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

experience

Snapchat

2023—2024

Lead Product Manager, Ad Signals & Data

Overhauled Snap's Ad Signals portfolio

- Oversaw APIs, browser tools, privacy controls, and Partner integrations
- +30% boost in Partnerships data via S2S optimizations
- Re-architecture & new incentive programs for Conversions APIs ("CAPI")
- Stronger browser tools: 5x growth in auto-crawl pixel signals, launched a new Chrome plugin, ad-hoc JS optimizations
- Direct collaboration w/ SVP & C-level leadership

TikTok

2021—2023

Group Product Manager, Audiences & Identity

- Built TikTok's Identity Matching Group, scaled to \$XXXM ARR
- Grew a team of Product Managers focused on ruthless prioritization & development
- Decisioned billions of signals each day to directly power the performance ads business
- Launched 0-1 features including: 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 is an audiences & targeting platform (DMP)

- Design & implementation of high-value partner architectures
- Leadership consultant; Influenced millions of dollars via strategies & custom products
- Authored white paper discussing privacy products & strategies: 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

Now Xandr, acquired
by Microsoft

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.

AppNexus London

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

- Drove 2x headcount growth
- Led hiring, training, continuity across international offices

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