

NICK BRANSTATOR

Senior Product & Engineering Executive | SaaS

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Novato, CA

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SUMMARY

Adaptable executive with over 25 years experience leading product & engineering innovation at SaaS startups. Responsible for products leading to successful exits at two different companies. Adept at driving consensus and results in complex, ambiguous environments. Empathetic leader, skilled at building teams and developing personnel. Curious, creative, collaborative, and data-driven.

KEY ACHIEVEMENTS



AWARD-WINNING PLATFORM

Led a cross-functional team to develop and expand RAMP Platform, twice awarded "Digiday's Best Monetization Platform for Publishers." During my tenure, total RAMP customers increased 5x, and average revenue per customer increased 3x, producing a 15x revenue increase overall.



ML-BASED REVENUE GENERATION

Increased revenue 6% for core customers by creating an ML-based solution to optimize ad pricing. This "Revenue Intelligence" feature remains a key part of the offering, and "dynamic pricing" has become an essential feature copied universally by competitors.



NEW CUSTOMER MARKETS

Added ~\$10M in ARR by addressing new customers in the mobile app and desktop app spaces.



ONBOARDING IMPROVEMENTS

Cut average onboarding time by 57% by simplifying technical integration, moving all configuration in-house, and building integrated workflows between the platform and CRM. This also had the effect of reducing customer churn during the onboarding step by 16%.

EXPERIENCE

CHIEF TECHNOLOGY OFFICER

Playwire | Boca Raton, FL | 2013 - 2024

Developed the company's award-winning advertising platform for Web and app publishers, growing it from \$10M ARR to \$110M. Company was acquired in 2018.

- Unlocked data sales via zero-to-one development of an in-house realtime data management platform, leveraging first-party data to dynamically assign users to audience segments
- Solved customer need to closely measure results by creating the Data Engineering team, deploying data pipelines and warehousing, and enhancing core product with customizable analytics
- Delivered 28x improvement in A/B testing cadence and reduced overall latency through migration to edge computing architecture
- Reduced video costs by 45% by deploying encoding in-house and renegotiating CDN contracts
- Scaled the product & engineering team from 4 to 40+, distributed across geographies and cultures
- Bolstered organizational scaling by initiating the Product, Tech Solutions, QA, and DevOps functions
- Personally involved in every aspect of company strategy and operations

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EXPERIENCE, CONTINUED

Co-FOUNDER

10x10 Room | Remote | 2010 - 2014

Co-creator of Conclave, a groundbreaking asynchronous multiplayer web-based RPG.

- Raised funds through angel investment and Kickstarter
- Designed gameplay, directed art and music creation, fundraised, engineered front end, built UI

DIRECTOR OF PRODUCT & MARKETING

Scrapblog | Miami, FL | 2009 - 2010

Headed the Product, Marketing, and Creative teams for an early browser-based design tool.

- Designed and executed product pivot for new target audience based on market and pricing analysis
- Led mass asset buildout by creative team in support of updated product direction

VP OF PRODUCT, CHIEF OPERATING OFFICER

VoodooVox | Williamstown, MA | 2000 - 2009

2nd hire at innovative internet telephony startup that grew from \$0M ARR to \$5M prior to sale of product.

- Established core product used by hundreds of radio stations
- Identified cutting edge "Voice 2.0" tech that made the product possible, enabling Web-based control of telephony systems and cloud-based serving that supported rapid scaling of the business

Co-DIRECTOR, DIRECTOR OF RESEARCH & DEVELOPMENT

Lycos | Williamstown, MA | 1999 - 2000

Directed product and engineering for Angelfire.com, then the 13th most visited domain on the Web.

- Led the technical transfer of ownership after Lycos's acquisition of Angelfire.com
- Increased uptake of customers from competitors by conceiving of and building the Homepage Mover, which spidered sites and cloned them on the Tripod.com homepage hosting community

SKILLS

Product Management • Product Strategy & Planning • Innovation • Cross-Functional Collaboration • Requirements Development • Roadmapping • Market Analysis • Agile Methodologies • Scrum • Presentations • Written Communication • Product-Market Fit • A/B Testing

Engineering Leadership • Systems Architecture • Machine Learning • LLM Usage • Adtech • Distributed Computing • Data Engineering • DevOps

Leadership • Org & Process Scaling • Team Mentorship • Hiring • Strategic Vision

EDUCATION

BACHELOR OF ARTS

1991 - 1995

Williams College

Graduated cum laude with a degree in Philosophy.