MARK ITMAN

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CAREER PROFILE

Customer-Centric Technical Specialist

Consultative | Resourceful | Strategic | Collaborative

Versatile and knowledgeable professional with eight years of experience in technology and customer success roles within the Adtech and Martech industry. Well-versed in the full cycle process of promoting and selling SaaS products. Exceptional ability to excel in fast-paced and evolving environments. Dedicated to providing value and building relationships.

- CORE COMPETENCIES -

- Technical Integrations (API/SDK/JS)
- SaaS Sales and Product Demos
- Product Marketing Generation
- Troubleshooting/Debugging
- Account Management and Growth
- Customer Success and Experience
- Technical Sales
- New Business Development
- Client Relationship Management

PROFESSIONAL EXPERIENCE

Rokt   **New York, NY | 2022 to 2023**

Rokt is a global leader in e-commerce technology, that enables companies like Uber and AMC theaters to unleash relevancy in every transaction and acquire new customers at scale through their SaaS-based platform and technology.

Senior Solutions Consultant

Expert in e-commerce transaction marketing optimization. Trusted intermediary between global advertisers and top E-commerce publishers. Oversaw the integrations of new technologies on both ends to maximize revenue while optimizing marketing campaign outcomes. Became a go-to knowledge resource for clients, internal and external. Consulted organizations on how to effectively utilize their own 1st Party Data, often guiding external legal counsel through regulatory guidelines (GDPR/CPRA) to reach agreement and unblock the deal/sales cycle.

Key Highlights

- **A recognized team leader:** recruited, onboarded and trained three junior technical solutions professionals.
- **Launched over 200 million transactions** across dozens of enterprise and SMB clients, surpassing previous "time to launch" metrics by months.

Quantcast   **New York, NY | 2021 to 2022**

Quantcast is an American technology company that specializes in AI-driven real-time advertising, audience insights and measurement; it's SaaS based platform helps website and app owners understand characteristics of their target customers.

Technical Account Manager

Utilized technical product knowledge to consult clients. Introduced and marketed new products, features to improve account scale to drive internal revenue, and maximize clients' experience. Managed $40M in annual booked budget by providing business development support across multiple verticals by identifying data trends and demographic patterns.

Key Highlights

- **Exceeded 2021's Q4 Revenue Projections by $4 million (60%)** by aligning customers' go-to market strategy and concentrating on the highest revenue driving initiatives.

Adform   **New York, NY | 2020 to 2021**

Adform is a global digital media advertising technology company specializing in real-time programmatic marketing automation technologies. Its operations are headquartered in Europe.

Platform Solutions Consultant

Managed tier one accounts with both pre and post sales responsibilities across DMP, Ad-Server and DSP products. Owned a $60M annual booked budget in a key account lead role across multiple internal and external teams. Provided top-level media strategy and planning to clients based on extensive ad-tech knowledge. Generated data-driven product marketing materials and incorporated synthesized client feedback for future roadmap initiatives.

Key Highlights

- **Managed a team of 6 outsourced international professionals** to delegate project-completion on behalf of clients with an organizational structure that encompassed any and all 3rd party measurement, attribution, hosting and analytics tools.

Media.net   **New York, NY | 2018 to 2020**

Media.net is a contextual advertising network. In 2016 Media.net was acquired for $900 million. The deal is said to be the third largest ad tech acquisition ever. By revenue, Media.net is the second-largest contextual advertising network in the world.

Solutions Architect

Technical point of contact that connected our global product engineers with customized solutions for publishers, agencies, and advertisers. Responsible for identifying new sales opportunities and revenue channels for the account team to grow customers' footprint, including generating product marketing resources for internal and external use.

Key Highlights

- **Sole Product Specialist for all Perform Media** (media.net's in-house SaaS DSP). Acquired new business by supporting the entire US Sales Team with technical knowledge and product mastery. Developed & managed business in excess of $20M annual bookings.
- **Pioneered internal cookieless attribution and measurement solution** (Perform Media click ID solution) coached customers on how to successfully utilize this solution while optimizing their marketing campaign objectives.

33across   **New York, NY | 2015 to 2016**

33Across is a publisher monetization company. The 33Across SaaS platform and technologies delivers programmatic video and display ad revenue to publishers across devices.

Programmatic Platform Specialist

Independently managed and optimized the network of 1200+ client publishers across dozens of SSPs. Primarily responsible for assisting business development and new client acquisition for publisher-facing sales teams by providing technical sales expertise.

Key Highlights

- **Contributed to growth of daily revenue from $10k to $100k** by selling, consulting and launching new publisher clients into the ecosystem while also diversifying and improving upon SSP landscape.

- ADDITIONAL EXPERIENCE -

Sales Engineer | Diesel Intellect   **Hackensack, NJ | 2016 to 2018**

Diesel Intellect is a small engineering firm based out of NJ specializing in the railroad industry; it's products revolve around safety sensors, such as conditional monitoring systems to proactively prevent train derailments and track damages.

Traveled extensively to align with enterprise client decision-makers to pitch products and oversee new site installations across.

EDUCATION & DEVELOPMENT

The College of New Jersey (TCNJ) | Ewing, NJ
Bachelor of Arts (BA) in International Studies | 2014

- TECHNICAL SKILLS -

JavaScript | API | SDK | HTML | CSS | SQL | Advertising | Dev Tools| Media Planning & Strategy | Attribution & Measurement

Salesforce | Tableau | Analytics | HubSpot | Tag Managers | E-Commerce | Microsoft Office Suite | Google Workspace Suite