Danny Roosevelt

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Spent 5 years in Ad Tech at BrightRoll (acquired by Yahoo), where I shipped highly technical products that handled billions of HTTP requests per day and grew revenue by >20%. Authored technical API docs and filed a patent for standardizing interactive mobile video ads. Co-founded MailCoach in 2016 to improve employee productivity at work — shipped 4 apps to thousands of people at more than 100 companies.

💼 PROFESSIONAL EXPERIENCE

MailCoach / Co-founder, CEO / ratethatmeeting.com / shoulditbeameeting.com / mailcoachapp.com   2016 - 2018

Built a suite of tools to improve employee productivity. Rate That Meeting facilitated ratings and feedback for meetings at work and provided an analytics dashboard for C-level execs to manage their team's productivity. MailCoach Chrome Extension analyzed and gamified email productivity, while the MailCoach email service implemented smart filters for unimportant email programmatically. Should It Be a Meeting helps avoid meeting overload. Led product strategy and design, marketing, enterprise sales, and front-end web development.

Sabbatical   Summer 2016

Spent 6 months traveling, learning, and volunteering, while also advising Amobee and Egami.tv on product, business, and technical strategy.

BrightRoll (acquired by Yahoo! In December 2014) / San Francisco, CA   2011 - 2016

Prior to acquisition, BrightRoll was the industry's largest independent video ad platform, which included a self-service SaaS platform and programmatic marketplace. These products helped advertisers and publishers grow their business and connect with consumers across web, mobile, and TV.

Product Manager   2013 - 2016

Product owner for mobile video, user mapping, partner integrations, and client-side technology, Scout. Grew publisher supply to >3B requests/day and implemented platform-wide audience measurement, a key differentiator in-market. Built robust reporting dashboards using SQL and LookML (Looker) to monitor product launches. Grew marketplace revenue by >20% and mobile video revenue by >2x.

Designed and led company-wide productivity trainings for all 300+ employees. Thought leader within the industry: ran numerous industry working groups and large-scale public webinars. Regularly organized culture events and company hackathons.

Senior Manager, Mobile Integrations   2012 - 2013

Developed best practices and established standard for self-service partner integrations and formed new team to offload custom API integrations from product and engineering teams. Led on-boarding, testing, troubleshooting, and management of hundreds of API and SDK integrations with new video publishers.

Senior Manager, Ad Operations   2011 - 2012

Managed quality control and implementation for advertiser videos on BrightRoll's platform; drove revenue via creative targeting strategies.

Apple / Mac Genius / Los Angeles, CA   2009 - 2011

Established strong technical skill-set while maintaining a zen-like demeanor in a demanding customer service environment.

🔧 SKILLS AND AWARDS

Skills

Relentless productivity evangelist, macOS and G Suite power user. Thorough understanding of HTTP and web technologies, experience with SQL, HTML, CSS, React, AWS, and agile development. Advocate for data exploration and analysis to answer complex business questions. Experience leading and collaborating with cross-functional teams. Skilled public speaker, mediocre golfer, and aspiring home chef.

Awards

Filed a provisional patent (multi-protocol interactive mobile video advertising, US14522470) for standardized delivery of interactive mobile video ads in October 2014 and received the Service Excellence Award from the Interactive Advertising Bureau (IAB) in January 2016.

🎓 EDUCATION

University of California, Santa Barbara / 2005 - 2009

- B.A. in Sociology, minor in French
- Member of Alpha Epsilon Pi fraternity, Technology Management Program

L'Institut d'Études Politques / Lyon, France / Fall 2008

- 6 month cultural and language immersion program
- Extensive travel throughout Western Europe