



San Francisco, CA



818.469.4223



[hello@dannyroosevelt.com](mailto:hello@dannyroosevelt.com)



[www.linkedin.com/in/dannyroosevelt](http://www.linkedin.com/in/dannyroosevelt)  
[www.dannyroosevelt.com](http://www.dannyroosevelt.com)



## PROFESSIONAL EXPERIENCE

### **Sabbatical** | May 2016 - present

Since leaving Yahoo at the end of April 2016, I've been traveling around the world and United States, and have been busy working on a handful of personal projects with friends and family (outlined below), while learning, reading, and volunteering as much as possible. I recently completed development on my personal website, [www.dannyroosevelt.com](http://www.dannyroosevelt.com), which has been a fun and engaging project.

### **BrightRoll** (acquired by Yahoo! in December 2015) | San Francisco, CA | 2011 - 2016 | [www.brightroll.com](http://www.brightroll.com)

*Prior to acquisition by Yahoo!, BrightRoll was the industry's leading provider of programmatic video solutions, including a demand side platform and marketplace. These solutions helped advertisers, publishers and partners grow their business and connect with consumers on web, mobile and TV.*

#### **Product Manager** | 2013 - 2016

Most recently working on the BrightRoll Video Exchange (BRX), I owned the product strategy, execution plan, and backlog for mobile, HTML5 video, and user-matching / identity management within the BrightRoll and Yahoo tech stacks. To ensure successful product launches, I worked with our Product Hacker (hybrid team of data scientists, programmers, and product managers) and Exec teams to closely monitor revenue impact, directly contributing to millions of dollars in new revenue. I designed and led the implementation for high traffic systems that handle billions of transactions per day, within a complex advertising marketplace. As a thought leader within the company and broader industry, I participated in and led numerous working groups and large-scale public webinars.

#### **Senior Manager, Mobile Integrations** | 2012 - 2013

Prior to creating a new team to help offload custom API integrations from our product and engineering teams, I established best practices for partner integrations. I also led all testing, troubleshooting, and day to day management of our API integrations with mobile, connected TV, and desktop video publishers on the BrightRoll platform, while also implementing new operational systems to help onboard hundreds of additional publishers more efficiently.

#### **Senior Manager, Ad Operations** | 2011 - 2012

Oversaw quality control, trafficking, and implementation for advertiser videos on BrightRoll's demand-side platform (DSP), while also driving revenue growth through custom creative execution and campaign targeting strategies.

### **Apple** | **Mac Genius** | Los Angeles, CA | 2009 - 2011 | [www.apple.com](http://www.apple.com)

Resolved customer concerns with creative solutions, and excelled at understanding and contributing to company trends and growth.



## SKILLS, PROJECTS, AWARDS

### **Skills**

I am a relentless productivity evangelist, and power user of all things macOS and Gmail / G-Suite related. Over the past nearly 6 years working in digital advertising, I've developed a deep technical understanding of HTTP networking and web traffic communication, and have built a solid foundation for SQL, HTML, and CSS (I'm working on Python and Javascript). I'm also a skilled and comfortable public speaker and presenter, not to mention a mediocre golfer and aspiring home chef.

### **Projects**

Since August 2016, I've been developing a suite of tools to help increase workplace productivity along with a friend and former colleague. Prior to this work, I was acting as a strategic advisor to several early-stage startups, while also consulting with a large ad tech company in the Bay Area. During my time at BrightRoll, my former colleague and I designed and led two separate company-wide productivity training seminars for 300+ employees at BrightRoll.

### **Awards**

- Jan 2016: Received Service Excellence Award from the Interactive Advertising Bureau (IAB) ([more info here](#))
- Oct 2014: Filed patent for standardized delivery of interactive mobile video advertising ([more info here](#))



## EDUCATION

2005 - 2009

[University of California, Santa Barbara](#)

- B.A. in Sociology, minor in French
- Active member of Alpha Epsilon Pi fraternity, and participant in Technology Management Program

Fall 2008

[L'Institut d'Études Politiques, Lyon, France](#)

- Semester abroad in intensive cultural and language immersion program
- Extensive travel throughout Western Europe