



San Francisco, CA



818.469.4223



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



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



## PROFESSIONAL EXPERIENCE

### Sabbatical | May 2016 - present

Learning, reading, and volunteering as much as possible, while developing a productivity app and learning web development via completion of [www.dannyroosevelt.com](http://www.dannyroosevelt.com). Traveled internationally and drove across the United States, in addition to consulting as a strategic product advisor for several early stage startups.

### 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

Owned product strategy, execution, and backlog for key features of the BrightRoll and Yahoo tech stacks, including mobile, HTML5 video, user-matching / identity management, and custom API integrations. Performed regular analyses via SQL and LookML to monitor product launches, and contributed to millions of dollars in new revenue. As a thought leader within the company and broader industry, I led numerous working groups and large-scale public webinars. Designed and led two separate company-wide productivity training seminars for 300+ employees at BrightRoll.

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

Established best practices for partner integrations prior to forming new team to help offload custom API integrations from our product and engineering teams. Led all testing, troubleshooting, and day to day management of API integrations with mobile, connected TV, and desktop video publishers on the BrightRoll platform. Implemented 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 AND AWARDS

### Skills

Relentless productivity evangelist, macOS and G Suite power user. Deep technical understanding of HTTP and networking, with strong experience with SQL, HTML, and CSS (I'm working on Python and Javascript). Skilled public speaker, mediocre golfer, and aspiring home chef.

### Awards

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



## 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