



## Contact:



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## Professional Summary:

I'm a commercially driven leader with over 20 years of experience in sport and digital media. I have a strong track record of driving revenue, exceeding targets, and building high-performing sales, including from scratch. My leadership style is empathetic and nurturing, shaped by core principles and learnings from global brands like Yahoo, NBCUniversal and OneFootball. I specialise in connecting brands with fans through insight-led, innovative partnerships, and bring strategic thinking, energy, and a hands-on mindset to everything I do, always focused on delivering value for the customer, the partner, and the businesses I work for.

# Edward Desbois

Global Sales Director (EMEA, LATAM, APAC & NA)  
Tring, England, United Kingdom

## Professional Strengths

- **Revenue Growth & Forecasting:** Proven track record in driving and forecasting revenue, contributing **\$66M** individually and leading teams to **\$294M**, delivering **169% growth** over the past 5 years.
- **Leadership:** 20+ years leading teams across EMEA, LATAM, APAC, and NA, driving growth, performance, and development at Yahoo, NBCUniversal, and OneFootball.
- **Strategic Planning:** Consistent track record of being able to identify business opportunities, develop processes, collaborate with C-level stakeholders, and execute business initiatives.
- **Digital Media, Ad Tech & Programmatic:** 25+ years' experience in brand partnerships, team building, and data-led strategy, award-winning at Festival of Media, M&Ms, and Media Week.
- **Network:** Strong relationships with senior stakeholders across media (agencies, PR, sponsorship), sports (clubs, federations, players, agencies), media owners, and global blue chip brands.

## Experience

### OneFootball

September 2019 - Present

**VP International Sales (acting) - London UK / Berlin Germany**

March 2024 - Present

**Global Sales Director - London UK / Berlin Germany**

May 2023 - Present

**Country Manager (UK + FR) - London UK**

September 2019 - May 2023 (3 years 9 months)

- **Revenue Growth & Commercial Strategy:**
  - Grew annual sales revenues from \$17M to \$47M in 5 years.
  - Launched the UK / FR / IT and grew revenues from \$0 to \$14M.
  - Oversaw YoY revenue growth for 49 months out of 68 (72%).
  - Closed OneFootball's largest deal: \$4M Coca-Cola partnership.
- **Strategic Leadership & Business Building:**
  - Launched operations in the UK, FR and IT and owned full P&L.
  - Re-structured international sales (new markets, cohesive cross functional structure, reseller strategy, growth planning).
- **Global Team Leadership:**
  - Led and grew a team of 78 across Sales (Direct, Programmatic), Creative Solutions, Account Management, and Ad Tech.
  - Managed teams across Europe, LATAM, the US, APAC, MENA.

## Skills:

- Leadership
- Revenue Generation
- Strategic Planning
- Analytical Problem-Solving
- Communication
- Negotiation
- Adaptability
- Presenting
- Digital Advertising
- Budgeting
- Content Marketing
- Pricing Strategy
- Product Development
- Creative Ideation
- Attention To Detail

## Education:

- Bachelor of Art (Honors) - Business Studies (1997-2001)

## Interests:

- Property development
- Football
- Golf
- Video gaming
- Sport cars
- Snowboarding & Skiing
- Swimming
- Socializing
- Pyrotechnics

- **Enterprise Sales & Partnership Development:**
  - Relentless focus on building relationships and solutions with blue chip brands (e.g. Nike, Coca-Cola, EA) and key stakeholders at agencies, clubs, federations, and with players.
- **Innovation in Digital Advertising & Ad Tech:**
  - Utilised a blend of media formats (programmatic and direct), sponsorship, branded content, data and strategic partnerships to drive innovative solutions for advertisers around the world.

## NBCUniversal Media, LLC

March 2018 - September 2019 (1 year 7 months)

### Director of International Partnerships - London UK

March 2018 - September 2019

- **Commercial Strategy:** Established an international go to market strategy that led to a 60% increase in YoY digital revenues.
- **Revenue Growth:** Secured high-value deals with Paramount, PrettyLittleThing, Emirates, and Brand USA, totaling \$3.7M.

## Yahoo Inc.

October 2008 - June 2017 (9 years 3 months)

### Director of Strategic Solutions - London UK

March 2016 - June 2017

### Global Agency Development Lead - London UK

November 2015 - February 2016

### Head of Ad Solutions: UK & Global Sales - London UK

October 2008 - November 2015

Led a team of 48, working cross-functionally with internal teams, clients and media agencies both locally and globally to identify strategic sales opportunities, develop insight-led partnership solutions and successfully pitch, negotiate and deliver them.

- **Key Deals:** Personally secured \$56M in high-value partnerships at Yahoo with major brands including Bose, Shell, Paramount, Netflix, Vodafone, Sky, and Sony Pictures.
- **Revenue Growth:** Grew revenues every year with the exception of 2. Averaging 21% YoY growth over 9 years at Yahoo.
- **Leadership:** Senior executive team member overseeing goals, performance, hiring, strategy, and the Storytellers P&L and pipeline.
- **Sales Strategy:** Managed the sales strategy for Europe, APAC and LATAM, inc. sponsorships, product updates, and audience insights.

## Earlier Experience

Leadership roles in merchandising, planning and Business Intelligence.

Kelkoo (2002 - 2008), Sports.com (2001 - 2002), Lycos (1999 - 2001)