# JEFF WIELAND, MISM

## Principal Technical Product Manager

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## PROFESSIONAL SUMMARY

Established consensus builder, with 15 years experience working in the AdTech space, consistent performance and achievements can be attributed to a strong focus on communication style and a deep comprehension of current and emerging technologies, preference for a dynamic fast paced cross functional team environment

## EXPERIENCE

**Magnite** 2017-Present
### Principal Technical Product Manager
- Application ownership: UserSync, K/V Audience targeting, ExtendedIds, Privacy
- Managed 3rd party audience, contextual, and other bespoke integrations along with the activation thereof
- Product ownership, including PRD, technical design, and QA test plan.
- Privacy champion, cross platform (Rubicon, Telaria, SpotX, & SpringServe) implementation of GPP & EU-TCF
- Participate in various IAB TechLab working groups, Wc3 Web Advertising BG, & Prebid

**Prebid** 2019-Present
### Chairperson Privacy & Identity PMC
- Incubated the user id & sub adapter framework supporting over 55 3p ids including UID2
- Developed SharediD & oversaw the merging with PubCommon, this 1st party identifier now helps address ~80% of all web and mobile web ad requests.
- Present and evangelize Prebid's stance on Privacy, Identity, & Privacy Sandbox

**Verizon** 2016-2017
### Director Solutions Engineering, DMP
- Responsible for surfacing 1st & 3rd party data in VZ demand platforms equating to $30-40 million in quarterly revenue
- Operationalized Verizon deterministic & probabilistic data, for mobile, video, and display platforms, equating to $17-20 million in quarterly revenue

### Other notable employers
- ADDTHIS, (acquired by Oracle), **Sr. Solutions Engineer** - 2011-2016
- STANLEY BLACK & DECKER, **Sr. Business Analyst** - 2009-2011
- AQUANTIVE (acquired by Microsoft), **Support Engineer** - 2007-2009
- AMERICORPS Vista, **Community Resource Liaison** - 2005-2006

## TECH STACK

| AEROSPIKE | KAFKA | SNOWFLAKE |
| --- | --- | --- |
| DATABRICKS | POSTMAN | ATLASIAN/JIRA/ WIKI |

| SOA/MICRO SERVICES/CICD | ON PREM & AWS | SCRIPTING .JS,BASH, PY |
| --- | --- | --- |
| PREBID & oRTB | JENKINS | JAVA Vert.x |

## EDUCATION

*Masters of Information Systems Management, University of Maryland Baltimore County*
*Bachelors of Science, Political Science, Frostburg State University, Frostburg, MD*

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**Recent Products and Accomplishments**

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To mitigate signal loss from privacy changes and third-party cookie deprecation, I led the development and launch of SharediD—an open-source identity framework. It now powers ~80% of web and mobile web ad requests, is scaling across in-app, and enables brands and agencies to activate hundreds of millions in media spend. More info

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### Magnite Access

Launched after the acquisition of Carbon (a publisher revenue management platform). Magnite Access is a full suite of audience activation services including first & third party data onboarding, contextual targeting, & automation tools. These services operate across Magnite's Omnichannel programmatic ad stack including our ad server SpringServe, our CTV Streaming ad exchange, and our Display & Video ad exchange. Apx 20% of gross media spend is tied to audience targeting originating from Magnite Access. More info

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### Third Party Curator real-time data access (3pX)

As curation becomes a more important part of the programmatic ad buying experience, I am delivering a new access point for curators. 3pX will allow curators to plug into the Magnite ad exchanges "pre" auction allowing Curators to augment the oRTB bid stream with signals they can later bid against. We expect to increase our share of wallet within our competitor set by over 50% with this product.

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### Privacy Compliance

Not getting sued by a State AG or worse is always a good way to stay in business. In my role as Product Manager over our user sync pixel application I've helped our organization modify user tracking and targeting to comply with an ever growing list of Privacy regulations including contributing to industry standards like the Transparency and Consent Framework (TCF), Global Privacy Platform (GPP).

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### Project Asteroid

One of the most common refrains I hear at conferences or in meetings goes something like this "I did a thing but I can't tell if it worked[made me more money]". Project Asteroid was an attempt on my part to help publishers answer that question in a simple repeatable way. By modifying Prebids wrapper.js file, publishers can now configure how often a given module will load **AND** record the outcome of the auction when it does load. This allows publishers to understand things like, when Module A loads my ecpm climbs by 10%. This product helps Publishers make informed decisions about what identity vendors add value, and conversely allows id vendors to use "percent of lift" commercial models. More info