

# Sr. Director Product Management

Magnite General "Level" Company Wide Expectations	
Impact and Scope: Provides leadership and direction through Managers. May make budget decisions that impact functional areas. Develops corporate and/or organizational policies and authorizes their implementation. Detailed knowledge of a company allows for innovative concepts and promotes new ideas. Provides direction to senior managers in various areas, groups, and/or operations. Recognized as an influential leader.	
Consistently works with abstract ideas or situations across functional areas of the business. Through assessment of intangible variables, identifies and evaluates fundamental issues, providing strategy and direction for major functional areas. Requires in-depth knowledge of the functional area, business strategies, and the company's goals.	
Supervision: Directs and controls the activities of one or more functional areas, divisions, product groups or service areas through senior managers who have overall responsibility for the successful operation of those assigned areas. Participate in the recruitment, retention, and the annual performance management and review process.	
Interaction: Interacts internally and externally with senior level management, requiring negotiation of extremely critical matters. Influences policymaking.	
Experience: 10 + years experience including managing people leaders. Bachelor's degree (or equivalent professional experience) desirable. A master's degree is a plus.	
Management: Capable of managing 5+ Direct Report FTEs (ideally including at least 1	

people managers) or non-employee contractors/temps AND/OR responsible for a functional discipline or geographic area.	
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## Director, Product Management

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Works on complex issues where analysis of situations or data requires an in-depth	Magnite had suffered from a multiyear, recurring issue since 2021 where curators suffered from issues with the existing domain targeting offering. This offering was not scalable and

<p>knowledge of the company. Participates in corporate development of methods, techniques and evaluation criteria for projects, programs, and people. Ensures budgets and schedules meet corporate requirements.</p>	<p>prevented Magnite from providing effective domain targeting capabilities to its curator customers. The lack of scalable domain targeting slowed auction times, and as a result, Magnite's win rates through the auction were suffering. Buyers deals were also capped.</p> <p>In Q2 2024, I joined a cross-functional "tiger team" led by Kevin Logan, Engineering Fellow, and partnered with Reshma Nair, VP of Engineering, Brad Rodriguez, Senior Director of Engineering, and Maciej Arkuszewski, Director of Engineering. The goal was to develop a new internal service called UniTE (Unified Targeting Engine) that could scale horizontally (rather than vertically) using radix trees.</p> <p>Leveraging my deep knowledge and 18 years of experience in adtech, working directly with oRTB, and targeting, my role with UniTE was multifaceted:</p> <ol style="list-style-type: none"> <li>1/ Articulate the challenges the exchange had in evaluating targeting expressions</li> <li>2/ Serve as the voice of the customer, evaluating the proposed solution and ensuring it would be thoroughly vetted, tested, enabled, and adopted</li> <li>3/ Manage the engineering resources (4 leads, 12 individual contributors) to deliver the proposed solution</li> <li>4/ Develop the measurement framework, which revealed that the average ad engine could only handle 500 audience segments without a measurable increase in auction latency.</li> </ol> <p>In Q4 2024, after just 5-6 months of development, we successfully launched UniTE, solving a multi-year curator issue. Immediately after the launch, we were able to open domain and app bundle targeting to curators, enabling <b>XX</b> in new ARR for Magnite.</p> <p>This year in Q3 2025, we expanded the use cases supported by UniTE from domain and app bundle targeting to also include segments, audiences, zip codes, and household identifiers. Today, UniTE is running in our streaming and spring server transaction systems, continuing to grow <b>x in ARR</b>.</p>
<p>Supervision: Directs and controls the activities of a broad functional area through several department managers within the company. Has overall control of planning, staffing, budgeting, managing expense priorities, and recommending and implementing changes to</p>	<p>In 2017 Apple released Intelligent Tracking Protection (ITP), in 2020, Google announced the deprecation of third-party cookies and . This industry-wide change meant that a new approach was needed to address ad requests without relying on third-party cookies. For Magnite, this was an important challenge to solve, as we sought to help publishers take on the role of 'addresser' of ad requests, since publishers have the ability to set first-party cookies.</p> <p>In 2021, I developed the design and managed the delivery of SharedId, a first-party identity solution, in collaboration with the</p>

<p>methods. May participate in the recruitment, retention, and the annual performance management and review process.</p>	<p>Data Engine team, which comprised 3 full-time employees and 5 contractors. During the course of this initiative, we encountered and successfully mitigated various risks. For example, I managed a risk around publishers potentially violating GDPR. As a mitigation, I proposed that we donate SharedId to the Prebid community, leveraging their Global Vendor List (GVL) ID to ensure GDPR compliance at scale. Another risk we faced was that SharedId v1 had a dependency on third-party cookies, which could have hindered adoption. To address this, I proposed that we drop the third-party cookie dependency and instead turn SharedId into a per-publisher unique user ID (UUID).</p> <p>In parallel, I collaborated with Prebid members and the Internet Advertising Bureau (IAB) Tech Lab to establish the Extended ID framework within the oRTB standard. The Extended ID framework needed a designated location within the oRTB specification to enable the transit of the identifiers through the bid stream from seller to buyer. Finally, we were able to scientifically measure an increase CPM when SharedId was present, and as of Q4 2025, the CPM when Shared ID is present returns X and is present on over half of all browser based ad requests that move across the DV+ exchange.</p>
<p>Interaction: Regularly interacts with senior management and/or major customers. Interactions frequently involve special skills, such as negotiating with customers or management or attempting to influence senior level leaders regarding matters of significance to the organization.</p>	<p>In Q2 2021, I was nominated by Steph Layser to chair the Identity Product Management Committee (PMC) within the Prebid community. In this role, I have led the Prebid community's efforts in the strategic areas of identity, real-time data, and privacy, as well as the software that supports these pillars.</p> <p>Since my nomination, I have delivered several key initiatives: 1/ An extended ID framework that addresses over 50% of open web ad requests, 2/ Seller-defined audiences, which addresses publishers' first-party data needs - a strategic priority for Magnite as we work to migrate audience resolution to the sell-side, 3/ privacy modules that helps publishers comply with GDPR and the two dozen U.S. state privacy regulations, 4/ Software that measures the impact of the aforementioned solutions at scale within <a href="#">Prebid.js</a>.</p> <p>In parallel to these deliverables, I have participated in 6 speaking engagements at Prebid Ascent and Summit events. The topics have ranged from identity and privacy to the collective measurement output of these initiatives.</p> <p>Most recently, in October 2025, I delivered a presentation at the Prebid NYC Summit focused on lift measurement, which received overwhelmingly positive feedback from the community. As a result, I have been asked to host a follow-up webinar in November to expand on this topic further.</p>

	<p>My leadership within the Prebid community, combined with the successful execution of key initiatives and my active participation as a subject matter expert, have solidified both my position as a prominent voice in the areas of identity, privacy, and measurement within the open web ecosystem.</p>
Experience: 8+ yrs experience, 3 yrs supervisory experience. Bachelor's degree (or equivalent professional experience) desirable. Master's degree a plus.	<p>I have been a Technical Product Manager (TPM) at Magnite for 8 years and have accumulated 18 years of experience in the AdTech industry. My background encompasses work on the buy side, sell side, and audience side of the ecosystem.</p> <p>Throughout my career, I have gained valuable experience working in various organizational functions, including Client Services, Product, and Engineering. This diverse exposure has provided me with a well-rounded understanding of the AdTech landscape.</p> <p>In addition to my professional experience, I hold a Master's degree in Information Systems. This academic credential, combined with my industry expertise, has equipped me with a strong foundation in the technical and strategic aspects of the AdTech industry.</p>
Management: Capable of managing 4+ Direct Report FTEs (ideally including at least 1 people manager) or non-employee contractors/tempers AND/OR responsible for a functional discipline or geographic area.	<p>In the past, I have managed a team of 2 direct reports. However, when I transitioned from the Client Services side of the AdTech industry into the Engineering (and later, Product) organization, I had to take a step back in terms of seniority while I focused on learning the unique culture and dynamics of each new functional area.</p> <p>Moving from a client services role to an internal-facing one within the adTech industry required me to adjust my approach and adapt to the different priorities, communication styles, and decision-making processes. Rather than maintaining the same level of seniority, I recognized the importance of immersing myself in the new environments to gain a deeper understanding of how the Engineering and Product teams operated. This transitional period allowed me to build the necessary credibility and influence within the Engineering and Product teams, which ultimately enabled me to contribute more effectively and progress in my career at Magnite towards Director, PM.</p>

# Notes 11/14

Talking points:

Opening remarks

*I can't begin to tell you how demoralizing it is that after 8 years Magnite still rates me as a Sr. PM.*

Why this role is long over due.

**My expertise in this field:** I bring 18 years of experience in the industry, including 8 years at Magnite. I also hold a Masters degree in Information Systems. There isn't a part of the adtech stack that I don't have direct experience with, from buy-side to sell-side operations, audience curation, engineering, product management, and client services. Given my breadth of experience working as a TPM, I believe it would be challenging to find a more well-rounded Sr. PM to rival the value add.

**Stakeholder trust:** I have built strong trust and credibility with a wide range of business and engineering partners. There are many individuals across these organizations who routinely depend on me and my work in ways that may not always be visible to my direct managers. For example, I work closely with leaders like Maciej, Kevin Logan, Mark Lee, Bez, Zach, and Kristen, who can attest to the fact that I'm contributing at the Director level. They regularly rely on my strategic insights, technical expertise, and collaborative approach to drive critical initiatives forward, as evident in the 3pX project, Identity, Domain and app bundle targeting, and 3pd cost support on dv+ to name a few.

**My development track record and lasting impact:** The products and features I've helped build and maintain over the years, such as ARTE, UniTE, DV+ Audience API, User Sync, GPP/GDPR, 3pX, and EIDs, have all delivered measurable client impact. For example, unaddressed impressions monetize at apx 1/3 addressed ones do, w/o user sync and eids chopping off 2/3's of DV+ revenue would be catastrophic. While these may not be considered "creating something from nothing," the backend applications I've developed and enhanced have driven significant value and enabled key capabilities for our customers. It would be shortsighted to dismiss the importance and impact of these backend systems simply because they did not originate from a customer facing project. These core platform components are critical to supporting our business, and the enhancements I've delivered have improved functionality, scalability, and reliability in ways that benefit our customers.

## What I want

*I understand that a promotion discussion involves a more comprehensive review. However, to maintain momentum and keep me motivated to deliver results even in non-promotion years, I would like to propose the following: an RSU grant of \$100,000, and a 5% increase to my base salary.*

## Prebid

*Should I bail on Prebid? It takes a lot of time and energy. It doesn't seem valued by Product leadership. I treat the work I do in prebid as "following my products to market, when I'm there I talk about Identity, Privacy and real time data".*