

## Contact

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

[keepitreal.uuuq.com/index.html](http://keepitreal.uuuq.com/index.html)  
(Portfolio)

## Top Skills

General Data Protection Regulation  
(GDPR)

GPP

Realtime Programming

## Languages

English (Native or Bilingual)

## Certifications

Website Database Developer

Search Engine Marketing

Configuring Microsoft Office  
SharePoint Server 2007

Windows Server 2008 Active  
Directory, Configuring

# Jeffrey Wieland

Veteran AdTech Executive

Bozeman, Montana, United States

## Summary

Jeff Wieland, a native of the Chesapeake bay region & current resident of Bozeman Montana has worked in programmatic advertising for over 15 years. He began his programmatic advertising career at Aquantive working on the Atlas ad server before joining AddThis, a scrappy startup helping publishers segment their site visitors and track content engagements. Today, Jeff is a full time Principal Technical Product Manager at Magnite, the largest independent SSP, and a part time volunteer at Prebid. Jeff chairs the Prebid Identity & Privacy Product Marketing Committee, and was one of the original architects of ShrediD, a publisher owned and operated universal id.

Rapid Prototyping | Vibe Coding | Product Strategy/Development

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## Experience

Magnite

8 years 6 months

Principal Technical Product Manager

September 2017 - Present (8 years 5 months)

Senior Technical Product Manager, Data Engine

August 2017 - Present (8 years 6 months)

Greater Seattle Area

SOA | Thought leadership | xDevice

Verizon

Director Solutions Engineering, Data Products

May 2016 - August 2017 (1 year 4 months)

Baltimore, Maryland Area

APIs | PaaS | Business Development | Data Management Platform

AddThis (acquired by Oracle)

4 years 10 months

### Senior Solutions Engineer

January 2016 - May 2016 (5 months)

Vienna, VA

Big Data Queries | Data (entity) Classification | APIs | PHP | JavaScript

### Solutions Engineer

January 2014 - January 2016 (2 years 1 month)

McLean, VA

Developed proof of concept for Audience segmentation & segment analytics SaaS product. Lead technical consultant for Data as a Service deals enabling predictable reoccurring revenue to be recognized. This allowed our business to become more proactive in their planning and resource allocation. Programmatic deals reached margins of 80-90%, with a 'set it and forget it' option. Ultimately this work lead to a 4x revenue exit for AddThis to Oracle.

Pre-Sales Consulting | Solutions Architecture | Product Development | Post-Sales Integratoin

### Sales Engineering Manager

August 2011 - January 2014 (2 years 6 months)

McLean, VA

I empower AddThis clients to leverage the open web through the use of open source and proprietary technology. AddThis sees 98% of internet users as average of 140 times a month ranking us first in distributed content [comScore]. Supporting this data seta empowers the world's biggest brands to harness big data trends and patterns on a daily basis.

Product Strategy | Scrum Leader | Distributed Systems

### Stanley Black & Decker , Inc.

#### Senior Business Analyst

November 2009 - August 2011 (1 year 10 months)

Baltimore, Maryland Area

Member of the E-Commerce web services team, with administrative authority over Sales and Marketing enterprise servers and applications, including penetration testing software & web analytics used to justify a \$1 million website redesign.

Web Analytics | E-Commerce | Product Management

Microsoft

Support Engineer

November 2007 - May 2009 (1 year 7 months)

In this role I supported enterprise level clients running online search, display, and rich media advertising campaigns. I was an escalation point for all technical related issues our clients had as well as being an escalation point for team members dealing with issues related to html coding, or javaScript

Technical Account Management | JavaScript | Ad-Serving

Corporation for National Community Service

AmeriCorps Vista

April 2004 - April 2005 (1 year 1 month)

Greater Denver Area

Grant Writing and Management

Budget Management and Amendments

Fundraising Strategy Development

Computer & Network Configuration

Media Relations

Curriculum Development

Community Organizer

Volunteer Recruitment

Youth Program Development

Event Promotion

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## Education

University of Maryland Baltimore County

Master's degree, Management Information Systems, General · (2014 - 2016)

Frostburg State University

Political Science, terrorism, counter terrorism, asian politics, international relations, comparative politics · (2000 - 2004)

Community College of Denver

certificate, Search Engine Marketing · (2007 - 2008)

Community College of Denver

certificate, Website Database Development · (2008 - 2009)