

# JASON WHIDBY

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## PROFILE

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Enthusiastic, success-driven and goal oriented sales executive with more than 15 years of proven success in optimizing territory and channel revenues through sales, marketing, and service excellence. Adept at implementing strategic sales and marketing plans to identify new market opportunities, initiate product and service introductions, and negotiate strategic partnerships to drive market expansion. Verbose and eloquent communication skills allowing effective communication of business expectations to team members and stakeholders in a timely & concise fashion. Continuously leverages strengths in analytics, leadership, and creative problem solving to identify new opportunities, expand customer base, deepen existing relationships, and satisfy corporate objectives. Possess comprehensive background creating innovative and successful channel sales and marketing with the ability to increase the visibility and awareness of company's products and maximize sales growth. Key strengths in business development, campaign management, multimedia advertising, public relations, customer service, and sales leadership.

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## SKILLS

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Digital Advertising Sales, Business Development, Relationship Management, Sales Leadership, Key Account Management, Multimedia Advertising, Mobile Advertising, Digital Strategy, Social Media Marketing, Email Marketing, Performance Evaluation, Workshop Facilitation, Quality Improvement, Connections Lead, Team Leadership, Amazon Marketing, Email Marketing, Digital Marketing, SEO, Networking Skills, Closing Skills, Documentation & Reporting, Project Scheduling, Team Building & Leadership, Project Budgeting & Cost Controls, Quality Assurance, Strategic Planning/Execution, Profit Growth Improvements, Contract Negotiation, Complex Problem Solving, Cross-Functional Supervision, Market Research, Strategic & Tactical Planning, Training and Leadership Development, Cross Cultural Management, Acquisition Target Analysis, Commercial Due Diligence, Competitive Intelligence, Performance Evaluation, Business Development, Project Management, Presentations & Communications, Management Development, Campaign Development, Client Relations, Workflow Planning, Productivity Improvement, Technical Support, Executive Decision Making, Strategy Development, Customer and Personal Service, Product Development, Vendor Management, Change Management, Motivation for Sales and Prospecting Skills

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## WORK EXPERIENCE

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### SENIOR DIRECTOR OF WEST COAST SALES AND OPERATIONS

**Gamut Media-A Cox Media Group Company**

**Jan 2017 – Present**

- ◆ Built a cross-functional team that is responsible for all aspects of West Coast advertising sales and operations.
- ◆ Efficiently manages and strengthens executive-level, SVP and C-Level agency relations through key meetings, business reviews, and speaking engagements.
- ◆ Oversee a team of 30 Local TV Broadcast sellers and 6 digital media AE's that is responsible for 360 integrations across digital, mobile, programmatic, social, OTT and Broadcast TV.
- ◆ Partner with product development to prioritize and build innovative new advertising products to provide a truly better and differentiated advertising business for our customers.

- ◆ Ensure all deals are structured to achieve maximum profitability while maintaining a premium level of customer satisfaction and experience.
- ◆ Partner with regional marketing resources to develop and execute sales and marketing strategies that best positioned communities to increase occupancy.
- ◆ Developed Gamut's go to market strategy for our OTT advertising product that has become our highest grossing product of 2018.
- ◆ Achieved 290% growth in revenue in a 1-year period and exceeding target 125% year over year by implementing strategic sales and marketing campaigns focusing on OTT.

#### **ADVERTISING SALES DIRECTOR**

**MINI Target Media-A Time Inc. Company**

**May 2016 – Jan 2017**

- ◆ Successfully mentored staff of 8 team members to ensure the team constantly developed abilities through on-the-job-training.
- ◆ Utilized existing client and agency relationships to drive large, long-term deals with top automotive and entertainment advertisers. Proactively managed the negotiation and closing of large and complex deals with Fortune 500 brands.
- ◆ Recruited and trained a high performing sales team which resulted in an overall 100% month over month sales growth and established a \$10M sales pipeline.
- ◆ Prepared presentations and demos and explaining the type of advertising services to prospective clients offered by the company. Responsible for client retention, problem resolution and supervision of different teams to see that the client needs are met.
- ◆ Provided weekly updates about the state of promotional and media campaigns to assure the client's demand are kept in the picture while designing advertisements.
- ◆ Determined advertising medium to be used, and preparing sample advertisements within the selected medium for presentation to customers.
- ◆ Consulted with company officials, sales departments, and advertising agencies in order to develop promotional plans.

#### **SENIOR DIRECTOR OF DIGITAL ADVERTISING SALES AND OPERATIONS**

**Answers.com (Top 20 Comscore Publisher) | Los Angeles, CA**

**Aug 2013 – May 2016**

- ◆ Recruited, retained and lead a team of 6 Sales Development Managers and Account Strategists, to ensure agency satisfaction and exceeded sales quotas.
- ◆ Oversaw all aspects of sales and advertising operations on the West Coast. Responsible for successfully achieving \$18.9M in revenue in 2015 by effectively creating competitive positioning strategies and new digital offerings with 19 different agencies and 52 different brands.
- ◆ Overreached 2015 sales goal by 300% through new account acquisitions and effective lead source generation. Developed a Premium Programmatic offering and implemented our API integration.
- ◆ Spearheaded social media, brand reputation and website analytics reports and projections for monthly and quarterly board meeting presentations.
- ◆ Proactively contributed to and execute strategic and tactical plans for digital ad sales and content syndication businesses, addressing technology implementation, sales and supply mix, pricing and deal negotiations.
- ◆ Streamlined and captured new digital revenue (Mobile, Social, Desktop, and Programmatic) by continuous research, maintaining expertise in all facets of multi-channel digital campaigns.
- ◆ Provided business development support to global business units in areas of deal evaluation, structuring, and negotiations.

#### **CHIEF REVENUE OFFICER/SVP OF SALES**

**2 Blue Media Group | Los Angeles, CA**

**Aug. 2012 – Jul. 2013**

- ◆ Provided strategic thought leadership for total U.S. Sales Operations including P&L, team development, and relationship management including supervision of sales representatives and Ad operations staff across the U.S.
- ◆ Brought Tier 1&2 advertisers to a brand-new ad network by creating a \$1.5MM new business pipeline in less than 90 days.
- ◆ Boosted overall monthly sales performance by 200% by developing new business opportunities.
- ◆ Moved digital rate structure to a CPM model and increased average eCPM over 500%.
- ◆ Led teams responsible for operations across sales, customer success, marketing, and professional services.
- ◆ Created a new standard for operational excellence within the company's operations. Established new processes and refine current ones, process improvement activities for all functions, consider risks and opportunities, recommend and

lead changes.

- ◆ Guided and influenced larger, cross-divisional teams outside of your direct span of control in order to achieve company strategic and operational initiatives.
- ◆ Developed marketing strategy including brand and product development, product positioning, pricing, and marketing communications.

#### **DIRECTOR OF DIGITAL ADVERTISING SALES**

**Blinkx.com, Los Angeles, CA**

**Dec. 2007 – Aug. 2012**

- ◆ 1st sales US sales hire, responsible for developing sales materials, building the ad-serving infrastructure and developing the go-to-market strategy for the advertising business.
- ◆ Grew ad revenue over 150% for 4 straight years.
- ◆ Hired, managed, mentored and developed a team of 6 Multi-Media Sales Executives and Digital Sales Specialists. Developed and maintain revenue-producing relationships with major agencies and brands on the west coast.
- ◆ Proactively contributed to and execute strategic and tactical plans for digital ad sales and content syndication businesses, addressing technology implementation, sales and supply mix, pricing and deal negotiations.
- ◆ Partnered with sales consultants on sales presentations & proposals to ensure that clients receive the appropriate digital media products, services and rates to meet their business needs.
- ◆ Coordinated sales efforts, developed multi-product marketing solutions, and communicated changes in direction, products, expectations, processes, and standards as they pertain to digital media.
- ◆ Responsible for digital media sales training and motivational efforts and for championing product research and development to include strategic qualitative information that targets various market segments and retail categories to support digital media efforts and revenue generation.
- ◆ Led key aspects of digital deal optimization and management including resource allocation, strategic and financial assessments, transaction structuring and due diligence.
- ◆ Managed and coordinated communication between the client and the production department during the creation of the client's digital creative.

#### **MANAGER, DIGITAL ADVERTISING SALES**

**Viacom, Santa Monica, CA**

**Feb. 2005 – Dec. 2007**

- ◆ Responsible for West Coast Account list to include agencies in Los Angeles, San Francisco, and Seattle.
- ◆ Negotiated new partnerships with client agencies such as Ignited Minds, Moxie, Universal McCann, Carat, Ave A and Freestyle for the purpose of leveraging the marketing power of MTV's online properties.
- ◆ Applied critical sales techniques including consultative approach, needs assessment, and closing; effectively utilizing an array of presentation skills and tools; considering the customer's perspective to maximize customer satisfaction.
- ◆ Developed market intelligence and knowledge of competition, options, and industry trends in order to show a customer their most profitable advertising sources, understand competitors' strengths.
- ◆ Generated and expanded relationships with assigned customers and prospects to maximize revenue opportunities and retain customers and business/revenue.
- ◆ Demonstrated expert level proficiency in understanding how digital media technologies and capabilities are utilized to deliver highly relevant marketing campaigns and customer experiences in a data-driven ecosystem.
- ◆ Generated new leads by making cold calls, calling on inactive accounts, prospecting new business opportunities while maintaining strong relationships with existing accounts.
- ◆ Enhanced revenue through the development of new client base by utilizing station marketing and research resources.

#### **SALES AND MARKETING MANAGER**

**Anheuser-Busch, Carson, CA**

**Jan. 2003 – Jan. 2005**

- ◆ Provided establishment and cultivation of key partnerships, generate strategic plans to elevate organizational performance, and coordinate account development operations.
- ◆ Managed detailed campaign reporting and campaign management interfaces for daily use by sales management and their teams.
- ◆ Proactively collaborated with internal sales team and to external direct advertisers and ad agencies, spanning from pre-sales to post-campaign to ensure that advertising campaigns are executed in a manner that ensures contract fulfillment and advertiser satisfaction.
- ◆ Maintained close communications at various stages in the sales cycle including account updates, weekly projections & forecasting of future advertising.

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## EDUCATION

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### **B.Sc. Business Administration**

*Whittier College, Whittier, CA*

### **B.Sc. Political Science**

*Whittier College, Whittier, CA*

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## CERTIFICATIONS

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- IAB - IAB Digital Media Sales Certification
- IAB Digital Ad Operations Certification
- Google Ads Fundamentals Certification
- Google Analytics Certification
- Google Adwords Certification
- Google Digital Sales Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Search Advertising Certification