

Ad Technology & Digital Media Leader

Dynamic and tenacious operations and digital media professional with expertise in strategic operations, project management, marketing and business development. A leader in mobile technology with a history of success implementing operational efficiencies and driving effective optimization strategies, while cultivating strategic relationships with media partners.

EXPERIENCE:

Integral Ad Science

April 2018 – December 2018

Director, Client Success

Manage strategic publisher relationships across North America and identify ways to better utilize capabilities and build strong relationships with media companies.

- Manage Publisher, Platform and Programmatic Client Success Team members
- Create education materials for publisher eco-system tied to fraud, brand safety and viewability
- Create integrations with Facebook, Instagram, Twitter and other social platforms for lead generation and acquisition
- Provide ongoing reporting and analytics to clients with details for optimization opportunities and next steps
- Create KPI driven plans for measuring success, operational planning, measurement, and partner growth
- Structure new quarterly revenue models, develop strategic business plans and recommendations to management
- Collaborate with the Operations and Billing Team to create improved processes for order to cash process
- Partner with product to align company and client roadmaps and create monetization opportunities

Viacom/BET Networks

April 2016 – April 2018

Director, Ad Operations

Developed and executed operational ad strategies and platforms

- Manage Account Management and Traffic teams
- Provide training documentation, processes for Sales, Planners and Marketing
- Updated operational tools and processes and met client campaign KPIs with 94% of goal
- Work with vendors, programmatic partners to integration and test platform integrations
- Manage and optimize over \$23MM in annual revenue for client direct and programmatic campaigns
- Improve pacing, reporting and billing for direct and programmatic operationalized campaigns

ESPN

June 2011 – April 2016

Sr. Manager, Digital Ad & Revenue Operations

Responsible for leveraging and implementing integrations and new platforms

- Manage planning, account management team in pre-and post-sale for client campaigns and integrations
- Lead the integration of the Disney Data Management Platform integration and data policies for the ESPN Business Unit during 18-month setup and integration
- Onboard ad network for ESPN Audio and manage all 3rd party vendor relationships and processes
- Implement new ad formats, vendors and testing across ESPN Networks globally
- Manage backlog of feature requests with product and other development teams
- Operationally package NFL, Local, Int'l inventory, for over \$70MM gross revenue, showing a 23% y-o-y growth
- Educate sales, clients, internal and external partners on ESPN ad platforms functionality and capabilities

Conde Nast

April 2010 – May 2011

Consultant/Director, Mobile Strategies & Services

Lead and implementing new opportunities on mobile products and applications

- Launched iPad Apps for Conde Nast titles creating innovative ad solutions and opportunities
- Provided ad requirements, workflows and priorities for editorial and advertisers

- Operationalized 114+ mobile new ad executions delivering over \$4M in revenue on 8 iPad Apps on multiple operating platforms
- Managed project and product services for iPad Apps with clients, sales and vendors to ensure effective campaign deliveries

AOL, Inc.

October 2001 – January 2010

Program Manager

- Documented specs, process and flow for video, inventory and operational executions for broader organization
- Efficiently launched campaigns valuing \$17M in revenue; clients ranging from Coca-Cola, Unilever, P&G, and General Motors
- Partnered effectively with multiple teams and divisions (editorial, design, PMO, technical development, ad operations, sales) to drive creation of optimized executable workflows

Senior Manager, Inventory Management

- Managed team of 5
- Created technology requirements for next generation, proprietary tools for inventory and account management system
- Maintained sprints during 2-year project, utilized 6-week sprints and created ongoing backlog
- Packaged, strategized and implemented the creation of inventory offerings to sustain and anticipate advertiser demand
- Partnered with operational groups to ensure strategic alignment of inventory for AOL content, partners and joint ventures to maximize revenue
- Streamline packaging of 17,000 pieces of ad inventory and over 7,000 sales products for use by national sales force for strategic monetization

Manager, Sales Development, Multiple Content Areas

- Responsible for program development generating \$20MM in revenue across multiple content areas, including Local, Sports and News
- Create scalable ad solution and capabilities with publishers to promote advertiser interest in the marketplace
- Track and produce metric indicators monitoring the health of multiple business units
- Develop and manage research studies for Sports and Local content areas and custom client integration
- Monitor inventory on weekly basis to note any changes in sell-thru to ensure client and campaign delivery

Sponsorship Specialist, Interactive Marketing

- Responsible for developing, producing and executing annual annuities online such as Back to School and Super Bowl, and recap analysis
- Worked with Programming counterparts to define holding capacity of areas within AOL service for major brand initiatives
- Responsible for tracking and optimization of advertiser campaigns

Executive Assistant, Marketing & Strategy

- Manage budget process including: processing invoices, tracking spending, and vendor relations
- Point person for distribution and inventory management of sales collaterals for offices nationwide
- Collaborate with event team to coordinate and manage promotional and special events
- Managed staffing process for the hiring of contractors
- Support 3 key executives and fulfill general administrative duties

Walt Disney Internet Group

Sept. 1999 – July 2001

Strategic Partnership Marketing Assistant

- Created database for all client and account information with company engineers
- Managed monthly and quarterly commissions for executive sales team
- Performed all administrative tasks as well as create client PowerPoint presentations, Excel spreadsheet for Senior Vice President

EDUCATION:

University of Colorado, Boulder, CO. (1991 – 1995)

PROFESSIONAL SKILLS:

MS Office Expert (Outlook, Excel, PowerPoint, Word, Project), Expert in DCLK (DV360, DFP, AdX), OAS, Operative, Adtech, FreeWheel, Salesforce, JIRA, Agile Scrum, comScore Media Metrix, @plan, MRI Doublebase, Visio, Lucid, Smartsheet Basecamp, Omniture