

# LUCIANO ROCHA

## AD OPS & PROGRAMMATIC HEAD

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With over 24 years of experience in the digital advertising industry, I have led digital media teams in both direct and programmatic campaign sales. Additionally, I have led teams in the development of digital advertising products. I have created and optimized processes within the field based on best practices, as well as implemented technical improvements to ensure good practices and optimize ad loading speed. I maintain excellent relationships with clients and agencies, and I have been responsible for analyzing the feasibility and integration of monetization partners, managing all partner delivery projects. Furthermore, I have managed media buying teams in agencies, ensuring the best performance and optimization for clients, consistently meeting key performance indicators (KPIs).

### PROFESSIONAL EXPERIENCE

Founder & CEO

**AD TEC - 10/2023 - present**

- Founder and creator of an AI-based Monetization Startup
- Presentation of the technology to agencies and publishers.

AdOps & Programmatic Head

**Diários Associados - 10/2023 - present**

- Management of the AdOps & Programmatic team
- Negotiation with agencies and clients.
- Analysis and feasibility study for monetization partners.
- Management of the development of new advertising formats.

AdOps & Programmatic Head

**exame s.a. - 05/2022 - 06/2023**

- Effectively led the AdOps and Programmatic team, ensuring a productive and results-oriented work environment.
- Conducted a comprehensive review and reconfiguration of all website tags, optimizing the technical infrastructure for more effective operations.
- Led initiatives to improve banner loading speed, enhancing user experience and campaign efficiency.
- Achieved a notable 40% decrease in Unfilled, demonstrating my ability to optimize inventory and maximize fill rates.
- Strategically managed programmatic media, negotiating deals, partnerships, and implementing new formats, contributing to the diversification of advertising options.
- Spearheaded the development of innovative special formats, showcasing creativity and technical proficiency to meet unique client needs.

OPEC Manager  
**CNN Brasil - 07/2021 - 05/2022**

- Demonstrated leadership in managing the OPEC team, overseeing both TV and Digital areas, ensuring an efficient and well-coordinated operation.
- Maintained strict control over the intake of campaigns, insertion orders, special projects, and events, fostering an organized and efficient workflow.
- Implemented significant improvements in AdTech, optimizing segmentation setups and devising new strategies for the effective delivery of banners and videos.
- Spearheaded the setup of the Page-Financed Advertising (PFP) format on CNN Brasil's YouTube portal, delivering an enhanced experience for viewers.

Digital Media Manager  
**Wunderman Thompson - 03/2020 - 07/2021**

- Demonstrated outstanding leadership in managing the display and video media team, providing effective guidance and fostering a collaborative environment.
- Negotiated strategic deals with publishers, optimizing exposure opportunities and maximizing return on investment.
- Oversaw the complete administration of Display and Video investment for the Dell account, ensuring efficient resource allocation.
- Produced detailed managerial and analytical reports, offering a clear and comprehensive view of campaign performance.
- Effectively managed all display and video campaigns, focusing on required KPIs and ensuring the achievement of results aligned with goals.
- Close collaboration with the planning team resulted in the successful development and execution of strategic media plans.

AdOps Head  
**SupportComm - 11/2018 - 03/2020**

- Provided effective leadership in managing the OPEC team, ensuring a cohesive and results-driven operation.
- Ensured the successful delivery of display, audio, and VAS (Value-Added Services) advertising campaigns, maintaining high standards of quality and client satisfaction.
- Acted as a central point for technical and operational issues with mobile network operators, proactively resolving issues and maintaining strategic relationships.
- Developed and implemented OPEC processes in collaboration with other departments, promoting an interdisciplinary and efficient approach.
- Led significant initiatives for product and system improvements, contributing to continuous innovation and enhancement of the company's offerings.

Operations Director  
**Nobeta - 10/2017 - 11/2018**

- Played a strategic role in integrating and optimizing Google AdX, ensuring efficient and effective performance of advertising operations.
- By leading the creation of deals and programmatic media optimizations, I maximized monetization opportunities and results for the company and its clients.
- Ensured reliable and timely delivery of all advertising campaigns, maintaining high standards of quality and client satisfaction.
- Led technical integrations and the development of new partners, expanding the company's reach and diversifying business opportunities.

- Exercised effective management of the OPEC and Publishers team, fostering a collaborative and productive environment.
- Developed comprehensive managerial reports, providing valuable insights for investors to closely monitor results and performance..

AdOps & programmatic Manager  
**Havas Worldwide Digital - 03/2016 - 10/2017**

- Led the strategic management of tags for the agency, ensuring effective and precise implementation across all campaigns.
- Responsible for comprehensive management and optimization of programmatic media campaigns, maximizing reach and impact for clients.
- Demonstrated effective problem-solving skills in delivery issues, ensuring campaigns ran smoothly and met performance objectives.
- Structured and implemented internal processes, optimizing team efficiency and ensuring consistency in operations.
- As part of my initiatives, I created a customized PHP dashboard, providing detailed reports and previews of creative assets, improving visualization and communication of results.

Senior Account Manager  
**IgnitionOne - 05/2015 - 10/2015**

- Successfully led the management of the company's key accounts, demonstrating exceptional skills in understanding the specific needs and KPIs of each campaign.
- Developed tailored strategies for each client, optimizing results and ensuring high-quality, effective service.
- Responsible for developing and presenting detailed reports internally and to clients, providing valuable insights for informed decision-making.
- Actively involved in the continuous improvement of internal documentation and processes, contributing to a more efficient and organized work environment.
- Took responsibility for training and empowering the sales and client service team, transferring crucial knowledge to better meet client needs.

OPEC Manager  
**ImovelwebImovelweb - 11/2014 - 04/2015**

- Headed the complete management of commercial traffic at ImovelWeb, effectively overseeing all operations. This included managing a team of five dedicated professionals.
- Ensured the efficient placement of advertising materials on the portal, demonstrating my competence in providing a high-quality experience for advertisers and users.
- Led the intake and quality control of premium ads, ensuring the excellence and relevance of content presented on the portal.
- Structured and managed the email marketing schedule, optimizing the reach and impact of direct marketing campaigns.
- Monitored daily leads sent to major real estate developers, closely overseeing this crucial stage of the process.
- As the technical lead, I spearheaded integrations and approvals of the company's advertising products and services, ensuring all components worked harmoniously.
- Demonstrated expertise in maintaining and enhancing relationships with major real estate developers, emphasizing the importance of interpersonal relationships and effective communication.

Product Manager  
**Aunica - 06/2014 - 11/2014**

- Managed the technical operation and configuration of Antecipo's three main products, exclusively representing PubMatic and LiveIntent in Brazil.
- Leading the formation of advertising partnerships, I established strategic connections with renowned websites, including R7, Jogalo, Cola da Web, Catraca Livre, among others.
- Developed successful advertising strategies, fully leveraging the solutions offered by the PubMatic and LiveIntent platforms.
- Conducted detailed analyses to optimize ad monetization, ensuring the effectiveness of advertising campaigns and positive results for partners and clients.
- Significantly increased visibility and revenue of the in-house AdNetwork, implementing innovative tactics and establishing long-lasting relationships with key market players.
- Led product development initiatives, identifying opportunities to enhance existing offerings and create new solutions to meet client needs.
- Recognized as a central point for technical and strategic issues, providing valuable guidance to the internal team and external partners.

AdOps Coordinator - Temporary Project  
**NZN Group - 01/2014 - 04/2014**

- Led the OPEC team with a focus on effective management of various key areas, including insertion order intake, client service, and post-sales support.
- Responsible for tag correction on sites such as Baixaki, Baixaki Jogos, Tudo Gostoso, Tecmundo, Minha Série, among others, ensuring accuracy and efficiency of configurations.
- Configured and optimized Google DFP, Google AdSense, and Google AdExchange systems, maximizing advertising monetization.
- Daily supervised advertising profitability, both direct and through Ad Networks, adjusting CPC and CPM prices to optimize AdX profitability.
- Developed campaign scheduling strategies to maximize utilization of unsold/uncovered inventory.
- Led continuous development of new formats, templates, and improvements to existing formats to meet current market demands.
- Successfully migrated Google Ad Manager tags to GPT, ensuring technological updates and performance optimization.
- Served as the company's focal point for technical issues and advertising-related projects, establishing myself as a reliable resource for complex solutions.

Ad Applications Admin  
**UOL - 12/1998 - 10/2013**

- Played an integral role in the Advertising R&D department, leading the successful implementation of new systems, including Doubleclick DART Enterprise versions 5.5, 6, and 6.5.
- With extensive knowledge of the workflow from insertion order arrival to post-sales report generation, I actively participated in campaign data management and insertion into the system.
- Led the migration and configuration of the Google DFP Premium system (now AdManager 360), ensuring a smooth and effective transition.
- Constantly supervised all pages on the UOL portal, identifying improvement opportunities and resolving potential errors in banner configurations and TagManager.
- Built and actively maintained the UOL traffic team's intranet/extranet, contributing to workflow efficiency through the development of custom internal tools.
- Actively participated in the interview and hiring process for team professionals, contributing to the formation of a talented and cohesive team..

## EDUCATION

- Bachelor of Computer Science - FMU - 2004
- Advanced English - Seven Idioms 2013
- Google Digital & Video 360 Certification
- Google AdManager 360 Certification
- Google Analytics Certification
- Proficient in JavaScript / PHP / Python Development

## ADDITIONAL SKILLS

- Market planning
- Account management
- Negotiation with agencies
- Negotiation with publishers
- Media buying
- Team management
- Results-oriented
- Project management
- Technical improvements
- Development
- Results presentation
- Dashboard creation