

Greg Lontok

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Los Angeles, CA 90045

Technology leader and educator with 20+ years of experience building data-driven solutions and driving technology strategy. Achieved \$3B in annual sales and 5M+ monthly conversions for advertisers at GlobalWide Media. Scaled adtech infrastructure to \$150M+ annual revenue and 200 employees. Reduced manual processing by 50% by developing robotic process automation for 2,000 daily support requests. Drove revenue growth to \$80M+ annually at Hi-Speed Media/ValueClick. Mentored 40+ students who received job offers.

EDUCATION

Master of Science in Data Science - Regis University	2020
Bachelor of Business Administration, MIS - Loyola Marymount University	2001

EXPERIENCE

Loyola Marymount University 2018 - Present

College of Business Administration - Information Systems & Business Analytics

Clinical Assistant Professor: 2019 - Present

Part-time Lecturer: 2018 - 2019

- Mentored 40+ students who received job offers by facilitating industry introductions, conducting mock interviews, and guiding project portfolio development.
- Direct and advise undergraduate capstone projects, oversee project selection, partner with industry sponsors, and guide student teams from scoping to final delivery.

Courses Taught

- Undergraduate: SQL; Networking & Cloud Computing; Operations & Supply Chain Management Analytics; Systems Analysis & Design; Capstone Project
- Graduate: Data Management for Business Intelligence; Strategic Analytics Integration; Marketing Analytics; Big Data & Machine Learning; Capstone Project

Research

- Seal, K., Leon, L. A., Przasnyski, Z. H., Lontok, G. (2020). Delivering Business Analytics Competencies and Skills: A Supply Side Assessment. *INFORMS Journal on Applied Analytics*.
- Brahma, A., Lontok, G., Sharma, S., Seal, K. (2021). Robotic Process Automation (RPA) with AI – A New Efficiency Paradigm (18th AIMS International Conference on Management, ed., vol. 18th). *AIMS International Conference on Management*.

Kognivo

2021 - 2022

Data Consultant

- Automated 2,000 daily support requests using robotic process automation, reducing manual processing by 50% for a mortgage lender.
- Built the ETL on AWS with Python Lambda functions and RDS PostgreSQL.
- Integrated with UiPath RPA to orchestrate the ETL and machine learning classification to label the support requests.

GlobalWide Media

2006 - 2018

Co-founder / Chief Technology Officer / VP, Data Science

- Architected and built the full-stack infrastructure, including codebase, database, and hybrid cloud systems (on-prem & AWS), for a high-volume affiliate and programmatic ad-serving platform driving \$3B in annual sales and 5M+ monthly conversions.
- Scaled adtech infrastructure to \$150M+ annual revenue and 200 employees.
- In 2012, partnered with private equity firm, Endeavour Capital, at an \$80 million valuation.
- Led technology and process integration for a \$40 million acquisition of Neverblue and its 100 employees.
- Managed 10-person engineering and data team.
- Transitioned to a data science role in 2016 to support data-driven decisions by producing actionable insights, particularly for programmatic, mobile, and affiliate divisions.
- Revamped data pipeline and data warehouse to use the Hadoop ecosystem, Talend, and Vertica.

Hi-Speed Media / ValueClick

2002 - 2006

VP of Engineering and Information Technology

- Oversaw all technology operations, from architecture to execution, for ad-serving and e-commerce platforms.
- Designed and developed core systems, managed high-availability databases, and administered co-located servers.
- Played a key role in the company's acquisition by ValueClick for \$17.5M.
- Led the tech team of 9, including developers, sysadmins, QA, and a project manager.
- Led the 123inkjets.com acquisition integration. Optimized operations and marketing processes to handle 2,000 orders per day.
- Built and scaled an ad-serving platform processing 10M+ daily requests.
- Drove revenue growth to \$80M+ annually by leveraging data analytics, custom-built reporting tools, and automated workflows to optimize marketing and operational performance.

Aesop Marketing

2000 - 2002

Web Developer / Sr. System Administrator

- Developed e-commerce websites to sell ebooks. Aesop was the first ebook publishing company. Led the redesign of the e-commerce platform to a MySQL backend.
- Built a traffic-generating tool used by SMBs. Traffic redirecting through the tool's domain made the domain the 36th most visited domain (Alexa Traffic Rank) within six weeks after release.
- As the lead system administrator, developed solutions to handle traffic load spikes.
- Served as the primary technical liaison to all departments to discover how technology can improve processes.

CERTIFICATIONS & AFFILIATIONS

- Professional Scrum Master I
- AWS Certified Cloud Practitioner
- Beta Gamma Sigma
- Jesuits Christus Ministries
- Sisters of Notre Dame Associate