BrandonAyers

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OVERVIEW

A lifelong hobby of exploring / exploiting systems and technology, turned into a decades long career at the intersection of mobile tech and advertising.

An experienced executive with an undying passion for mobile, solutioning interesting problems, fostering products and growing relationships.

FOCUS

Mobile Product Strategy

Relationship Management

Product / Feature Expansion

Permission Exploitation

Hacking and Experimentation
Android, iOS, Connected TV, Tizen,
SIM Applet, Linux, WebOS, etc.

EDUCATION

Digital Enterprise
University of West Florida
📅 September 2000
📍 Pensacola, FL

Experience

VP, Product Strategy
Unity

Nov 2024 - Present | *Austin, TX*

- Product strategy and innovation
- Portfolio expansion

VP, Strategy / R&D
Digital Turbine

Feb 2020 - Nov 2024 | *Austin, TX*

- Principal advisor to the CEO on strategic direction and initiatives for a growing suite of intersecting mobile products and services, including: integrated on-device products, mobile advertising, mobile gaming, alternative billing, etc.
- Head of DT Labs group, focused on the exploration and development of novel products, features and services for partners and consumers
- Close collaborator with product owners to maximize engagement and performance across the portfolio
- Owner and manager of strategic relationships for key accounts and partnerships; directly impacting account growth, product expansion, etc.
- Critical contributor to due diligence processes, identifying acquisition targets, and providing analysis, guiding strategic investment decisions
- Directly responsible for the majority of the company's issued and pending intellectual property

Director, Strategy & Partnerships
Digital Turbine

Oct 2014 - Feb 2020 | *Austin, TX*

- Identification of opportunities to grow and expand product and feature suite for new and existing telco partners
- Exploration of technical feasibility / product-market fit, requiring collaboration with technical and business development leadership
- Primary strategic and technical interface between internal stakeholders and telco partners
- Continuity oversight and management for partner onboarding and product launches

Manager, Mobile Ad Product
Gannett / USA Today

Nov 2005 - April 2014 | *Washington, DC*

- Oversaw global roadmap(s) for advertising products across portfolio of news and content applications (75+)
- Produced and managed performance analysis and projections for pre and post launch products
- Managed partnerships for strategic and revenue generating integrations eg. SDK etc.