

# ALEXANDRA SALOMON

Global Business Development Executive

## SUMMARY

Vision-driven change agent with career-long record of international business development and marketing success for leading organizations.

Proven talent for aligning corporate strategy and objectives with established business development paradigms, on a global scale, to achieve maximum operational impacts with minimum resource expenditures. Growth-focused leader with expertise spanning new market penetration, international licensing negotiations, event planning and sponsorship sales, global marketing, and business operations such as infrastructure improvements. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills for the diverse marketplace.

## CORE COMPETENCIES

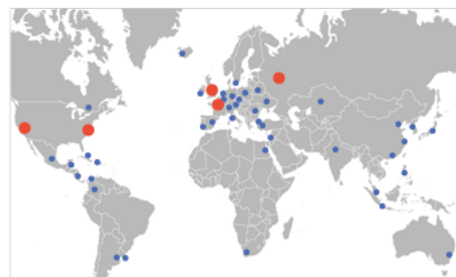
- Business development
- Contract negotiations
- Digital marketing
- Product management
- Account management
- Leadership
- Operations
- Licensing
- Social media
- Localization
- Startups
- Strategy

## LANGUAGES



French English Russian Spanish

## PLACES I'VE BEEN



- Living and Working
- Cultural Experience

## CONTACT ME

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## EXPERIENCE

**IAB TECH LAB** – Washington, DC/New York, NY

(2018 – Present)

### HEAD OF GLOBAL BUSINESS DEVELOPMENT

- Spearhead new member acquisitions, sale of products and services, sponsorships, and global account management.
- Boosted membership to the Tech Lab, increasing figures two-fold in a year, and developed presence in a dozen new countries.
- Deployed and sold protocols and measurement compliance programs, growing revenues over 300% and exceeding forecast by 50%.

**INTERACTIVE ADVERTISING BUREAU (IAB)** – Washington, DC/NYC

(2012– 2017)

### SENIOR DIRECTOR, INTERNATIONAL

- Oversaw International operations, business development and licensing, trademark registrations, and marketing/communications.
- Conceptualized a central voice for International within IAB and built IAB Global Network to be stronger and more collaborative, attaining 45 international licensees across 6 continents.
- Drove a clear vision and overall strategy for international to benefit IAB members through the adoption of technical standards and guidelines, global research and white papers, training and certifications, and other initiatives.
- Championed licensing negotiations and business development to expand IAB into new countries resulting in a 20% growth.
- Promoted IAB global events, conferences, and webinars, as key destinations for thought leadership and learning opportunities.

**LIVINGSOCIAL** – Washington, DC

(2011– 2012)

### SENIOR DIRECTOR, INTERNATIONAL MARKETING

- Conceived marketing strategy and communications, brand positioning and messaging, advertising, and promotions.
- Instilled brand marketing best practices and executed against globally; Established structure for case studies and campaign performance analysis; architected marketing intranet and originated the international creative asset approval process.
- Outlined and disseminated international social media strategy, realigned fan pages to a global standard, set direction and guidelines for posts, and set up tracking structure, impact: launch of 10+ new country level fan pages, average growth +70% over 6 months, and 50% contests fans converted to new subscribers.
- Developed merchant facing marketing plan, targeted sales collateral, and launched merchant acquisition portals for 5 markets.
- Introduced brand awareness studies, customer and merchant satisfaction surveys, pre-post campaign measurement (paid versus earned media); also, structured focus groups and target audience analysis for select markets.
- Presented new system improving localization quality while lowering costs.

**DISNEY PUBLISHING WORLDWIDE** – White Plains, NY

(2010)

### EXECUTIVE ADVISOR, DIGITAL MEDIA/INTERNATIONAL

- Functioned as consultant for International strategy, product localization, and marketing solutions for Disney Digital Books.
- Delivered strategy for the international rollout of Disney Digital Books: product positioning, requirements, and priorities.

**ZINIO** – New York, NY

(2008– 2009)

### VICE PRESIDENT, INTERNATIONAL

- Controlled marketing, account management, business development, and operations for int'l.
- Propelled marketing strategies, as well as planning and execution for international advertising including email, search, social and branded media campaigns impacting revenue growth. Best performing initiatives yielded 200-300% revenue.
- Negotiated sales agreements and managed relationship with publishers in over a dozen countries, in addition to exploring new business opportunities. Re-aligned partnership in Australia/New Zealand increasing profitably by 15%.

## EDUCATION

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### **Master of Business Administration (MBA)**

KEDGE Business School  
Marseille, France  
International Trade and Finance 1990

### **Bachelor of Arts (BA)**

The George Washington University  
Washington, DC  
International Affairs 1988

### **Russian Certificate**

Plekhanov University of Economics  
Moscow, Russia  
Russian Language 1989

## CERTIFICATIONS

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- Professional Culinary and Pastry Diploma from Le Cordon Bleu, Paris, 2007
- 2<sup>nd</sup> degree Black Belt in Tae Kwon Do
- ISSA Certified Personal Trainer and Specialist in Martial Arts conditioning
- NASM Senior Fitness Specialist
- Fittour Group Fitness Instructor
- Advanced First Aid/CPR
- PADI Divemaster
- Lifeguard

## TECHNICAL PROFICIENCIES

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- Windows and Mac operating systems
- MS Office
- Adobe Creative Suite
- Salesforce
- Google analytics
- Web design
- Various email marketing and social media platforms

## CONTACT ME

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- Coordinated e-commerce sites (newsstands) for 21 countries, including site design, product placement, and optimization of sales.
- Organized all localization efforts, including the establishment of new processes, reducing redundancies, and improving quality while cutting costs by 20%.
- Managed global partner relations and launched over 20 localized cobranded sites for brands such as Sony and Starwood.

**YAHOO** – Burbank and Sunnyvale, CA

(2004– 2007)

### **SENIOR DIRECTOR, GLOBAL SALES DEVELOPMENT**

- Pioneered advertising sales strategies, ad solutions, and product monetization.
- Identified, communicated and developed opportunities for increased monetization of key media products across the Yahoo networks impacting over \$12M in revenue growth with programs on Front Page, Instant Messenger, and Mail.
- Supervised ad product rollout and marketing efforts in 18 countries such as geo-targeting, rich media, and research.
- Arranged top tier client and trade marketing events, sales conferences, and provided on-going training to international teams.
- Enabled and nurtured cross-team collaboration between Y! Media and Search Marketing increasing strategic advertising spend.

### **SENIOR DIRECTOR, GLOBAL PRODUCT MANAGEMENT**

- Extended product strategy, development and marketing for Yahoo! Search (Overture).
- Imparted strategic direction and prioritization to global product development for 20 international search marketing businesses.
- Inaugurated 10 new markets, oversaw product globalization, and analyzed business cases for new functionality.
- Collaborated with in-country management, product, marketing and engineering leadership, to prioritize product requirements; managed the global advertising systems core redesign.
- Lead team of international product managers and multiple dotted line reports for operations and localization.

**AOL/AOL TIME WARNER** – Dulles, VA/New York, NY

(1997– 2003)

### **EXECUTIVE DIRECTOR, INTERNATIONAL AND US HISPANIC INTERACTIVE MARKETING**

- Secured closing \$2M in new advertising revenue for AOL International and AOL US Hispanic market with key clients that included eBay, Coca-Cola, Toyota, Office Depot, Philips, Monster, and Expedia.
- Directed the international account management for content and advertising partners, representing a global total of \$70M.
- Defined business needs and specifications for new online content that increased revenue opportunities 150%.

### **DIRECTOR, INTERNATIONAL INTERACTIVE MARKETING**

- Governed over \$60M revenue for international interactive advertising accounts such as eBay Inc, Coca-Cola, Philips, American Greetings, Travelocity, Toyota, Hertz, Schwab, Monster, Diageo, and Electronic Arts.
- Executed all international advertising contracts; this included reviewing contract terms with local account managers, consolidating international reporting, and overseeing account optimization.
- Mentored international account services managers in maximizing campaigns and implemented best practices.
- Endorsed international media for inclusion in global deal negotiation, and actively extended contracts to include additional AOL International properties, generating incremental revenue of nearly \$6M.
- Tasked with the management of key accounts across AOL International, including media plans across the international websites, definition of campaign goals and metrics of success (KPI), and content integration.

### **SENIOR PRODUCT MANAGER, ADVERTISING AND BUSINESS OPERATIONS**

- Orchestrated a team in product marketing representing AOL International's (joint ventures) interests across all Business Systems, with specific focus on ad operations. Directly in charge of key product development related the AOL Ad Server, e-commerce, and reporting systems.
- Acquired international requirements, authored MRDs and reviewed PRDs, and prioritized request for system improvements.