

GLOBAL BUSINESS DEVELOPMENT

SENIOR VICE PRESIDENT/GM, GLOBAL PARTNERSHIPS

A highly accomplished 'forward-thinking' executive, with over twenty years of progressive success for leading organizations in digital media. Respected visionary leader noted for aligning corporate strategy to optimize operational impact with minimal resource costs. Noted for engaging multinational and multicultural teams, across the digital advertising ecosystem, in strategic sales and business development, establishing processes and improving customer solutions.

SIGNATURE ACHIEVEMENTS

- Career progression for leadership and consistent high achievement. Improved business performance, and optimized strategies that expanded revenue growth, including new revenue of 200-300%. Sought after for special projects.
Built key partnerships, planned and managed global partner and team growth, digital products, licensing, brand awareness and communications.
Global brand ambassador, trusted thought leader and advisor who easily conveys complex concepts in a way that resonates.

AREAS OF EXPERTISE

- Leadership/Mentor/Team Builder
Strategic Sales/Planning and Execution
Social Media/Marketing Campaigns
Account Management/Client Relations
Contract Negotiation
Sponsorships and Fundraising
Brand Evangelist
New Market Penetration
Business Acumen/Keynote Speaker
Financial Analysis
Revenue Cycle/Budget Management
Executive Presentations

PROFESSIONAL OVERVIEW

ASSOCIATION OF NATIONAL ADVERTISERS (ANA), NEW YORK, NY 2022 - PRESENT
SVP, GLOBAL PROGRAMS

Lead the Data/Technology/Masurement, Business-to-Business, and Generative AI working groups for the Global CMO Growth Council.

- Drove nearly 20% growth in engagement, increased event attendance 2-fold, launched the AI Steering Committee.

INTERACTIVE ADVERTISING BUREAU/IAB TECH LAB, NEW YORK, NY/WASHINGTON, DC 2012 - 2022
VP, MEMBERSHIP & EVENTS, HEAD OF GLOBAL BUSINESS DEVELOPMENT

Spearheaded global member acquisition and engagement, sales of products, services, and events. Growth strategy, brand marketing, and accelerating revenue. Drove consistent growth in sponsorship revenue, keynote speaker at global industry events to build awareness.

- Boosted Tech Lab memberships two-fold in a year, grew presence in 12 countries, and strengthened relations with key global leaders.
Deployed and sold compliance programs growing revenues 300%, exceeding forecasts 50%.

SENIOR DIRECTOR, INTERNATIONAL

Oversaw international operations, business development, partnerships and licensing, trademark registrations, marketing, communications.

- Conceptualized central international voice, set up IAB Global Network, with 46 licensees on 6 continents, and 20% business growth.
Drove vision with technical standards, global research, white papers, training, certifications.
Created an annual conference and event series as thought leadership and learning opportunities, frequent speaker at global events.

LIVING SOCIAL, WASHINGTON, DC, SENIOR DIRECTOR, INTERNATIONAL MARKETING 2011 - 2012

Led marketing strategy, communications, brand positioning, messaging, advertising, promotions. Led brand marketing best practices.

- Led global social media strategy, set up tracking, launched 10+ country fan pages, grew 70%/6 months; 50% conversion.
Developed merchant facing marketing plan, targeted sales collateral, launched merchant acquisition portals for 5 markets.
Presented new system improving localization quality while lowering costs.

DISNEY PUBLISHING WORLDWIDE, WHITE PLAINS, NY, EXECUTIVE ADVISOR, DIGITAL MEDIA/INTERNATIONAL 2010

Consultant for international strategy, product localization, marketing solutions; strategy for international rollout of digital books.

ZINIO, NEW YORK, NY, VP INTERNATIONAL 2008 - 2009

Led marketing, account management, operations, advertising, sales, yielded 200-300% revenue, e-commerce for 21 countries.

- Negotiated agreements and managed publisher relations to increase profit 15%.
Organized localization, introduced new processes to reduce costs 20%, managed global partnerships, launched 20+ cobranded sites.

YAHOO, BURBANK & SUNNYVALE, CA, SENIOR DIRECTOR, GLOBAL SALES DEVELOPMENT/GLOBAL PRODUCT MANAGEMENT 2004 - 2007

Led advertising, sales, ad solutions, product monetization, developed strategies for monetizing key products for \$12M in revenue growth.

AOL, DULLES, VA, EXECUTIVE DIRECTOR, INTERNATIONAL & US HISPANIC INTERACTIVE MARKETING SIX+ YEARS

EDUCATION AND CERTIFICATIONS AND TECHNICAL EXPERIENCE

Master of Business Administration (MBA), KEDGE BUSINESS SCHOOL, MARSEILLE FRANCE, INTERNATIONAL TRADE & FINANCE | Bachelor of Arts, GEORGE WASHINGTON UNIVERSITY, WASHINGTON, DC, INTERNATIONAL AFFAIRS | RUSSIAN CERTIFICATE, PLEKHANOV UNIVERSITY OF ECONOMICS, MOSCOW, RUSSIA |

CERTIFICATIONS: PROFESSIONAL CULINARY AND PASTRY DIPLOMA FROM LE CORDON BLEU, PARIS, ISSA CERTIFIED PERSONAL TRAINER, PN1 CERTIFIED NUTRITION COACH, GROUP FITNESS INSTRUCTOR, PADI DIVEMASTER | Technical: MS OFFICE, G-SUITE, SALESFORCE, ZOOM, WEBEX, ADOBE CREATIVE SUITE