

# ALEXANDRA SALOMON

SVP, Global Business Development

## SUMMARY

Highly accomplished 'forward-thinking' executive with over twenty years of progressive success leading global organizations in media, marketing and advertising technology. Recognized for aligning corporate strategy to optimize impact with minimal resources and operational costs, while establishing processes for efficiency and improving solutions that drive growth. Effectively managed cross-functional and multinational teams and engaged with C-suite executives across the marketing and advertising ecosystem.

## PROFILE

## PROFESSIONAL OVERVIEW

### SIGNATURE ACHIEVEMENTS

- **Maintained millions in revenues during Covid**, despite cancellation of all in-person events.
- Oversaw **international expansion at IAB** in 10 countries and **increased licensee revenues** by almost 3-fold.
- **Improved business performance and expanded revenue growth** strategies, including creating new revenue streams that brought in 200-300% growth in two years.
- **Identified and built key partnerships** leading to new membership and sponsorship revenue.
- **Global brand ambassador** successfully building brand awareness through trusted thought leadership.

### AREAS OF EXPERTISE

- Leadership/team building
- Financial analysis and budget oversight
- Strategic sales, planning, and execution
- Partner development
- Contract negotiations
- Sponsorships
- Social media and digital marketing
- Account management/member relations
- Brand evangelist and influencer
- New market penetration
- GTM strategy
- Global communications

### LANGUAGES



[ANA](#) – New York, NY

(2022– 2024)

### SENIOR VICE PRESIDENT, GLOBAL PROGRAM LEADER

- Lead the Data, Technology and Measurement, Business-to-Business, and Generative AI working groups for the Global CMO Growth Council, helping CMOs navigate the accelerated pace of transformation to envision what their brands will need to grow.
- Drove nearly 20% increase in delegate engagement, doubled event attendance, and orchestrated the new Leadership Summit for CMOs.
- Created the new CMO AI Steering Committee, authored frameworks and white papers on GenAI, MarTech, Programmatic and Measurement.

[IAB TECH LAB](#) – Washington, DC/New York, NY

(2018– 2022)

### VICE PRESIDENT, MEMBERSHIP & EVENTS HEAD OF GLOBAL BUSINESS DEVELOPMENT

- Spearhead new member acquisition, sales of products and services, event management, sponsorships, and global account management. Responsible for growth strategy, building the Tech Lab brand on a global scale and driving revenue.
- Boosted membership, increased revenues two-fold in a year, and developed presence in a dozen new countries.
- Deployed and sold protocol and compliance programs, growing revenues over 300% and exceeding forecast by 50%.

[INTERACTIVE ADVERTISING BUREAU \(IAB\)](#) – DC/NY

(2012– 2017)

### SENIOR DIRECTOR, INTERNATIONAL

- Oversaw International operations, business development and licensing, trademark registrations, marketing and global 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 \[ACQUIRED BY GROUPON\]](#) – 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.

## EDUCATION

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

KEDGE Business School  
Marseille, France  
International trade & Finance

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

George Washington University  
Washington, DC  
International Affairs

### **Russian Certificate**

Plekhanov University of Economics  
Moscow, Russia  
Russian studies

## TECHNICAL PROFICIENCIES

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

## CERTIFICATIONS

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- Professional Culinary and Pastry Diploma from Le Cordon Bleu, Paris
- ISSA Certified Personal Trainer and Specialist in Martial Arts conditioning
- Precision Nutrition Certified Coach
- Spartan SGX Coach
- Group Fitness Instructor
- Advanced First Aid/CPR
- PADI Divemaster
- Lifeguard

## CONTACT ME

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LinkedIn: [LinkedIn.com/in/AlexandraSalomon](http://LinkedIn.com/in/AlexandraSalomon)

- Introduced brand awareness studies, customer and merchant satisfaction surveys, pre-post campaign measurement (paid versus earned media); 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 relationships 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%.
- 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.
- Entry in 10 new markets, oversaw product globalization, and analyzed business cases for new product and revenue streams.
- 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)

### **EXEC. DIRECTOR, INTERNATIONAL + 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, Expedia.
- Directed the international account management for content and advertising partners, representing a global total of \$70M.

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

- Oversaw over \$60M revenue for international interactive advertising accounts and actively extended contracts to include int'l properties, generating +\$6M in revenue.
- Executed international advertising contracts; reviewed contract terms with local account managers, consolidated international reporting, and ran account optimization.