

experience

- 2023 – **CLOUDFLARE** **SAN FRANCISCO, CA**
VP of Product, Platform. Stay tuned...
- 2020 – 2022 **INSTACART** **SAN FRANCISCO, CA**
VP of Product for Enterprise. Owner of Enterprise products through corporate transition from consumer to retailer-enablement.
 - Owned multiple products line representing billions in revenue and a significant fraction of gross profit for the entire company.
 - Complete rebuild of product team. Moved retailer NPS score +20 and team health score +45%.
 - Executive sponsor of successful FoodStorm acquisition. Delivered 100% of OKRs and retained entire team since acquisition.
 - Delivered numerous high-stakes platform and customer launches for key partners like Costco, Wegmans, Kroger, and Publix.
- 2018 – 2019 **SOVRN (ACQUIRER OF VIGLINK)** **SAN FRANCISCO, CA**
Head of Product Strategy. Reporting to the CEO, Walter Knapp.
 - Applied the data obtained from the commerce business into the display ecosystem including novel work in low-price "micro-bidding" and data profiling. Developed proprietary sales automation tools to drive down the cost of customer acquisition.
 - Assisted integration of VigLink into Sovrn which outperformed all pre-acquisition performance targets.
- 2009 – 2018 **VIGLINK (ACQUIRED BY SOVRN)** **SAN FRANCISCO, CA**
Sole Founder / CEO. Invented and delivered a set of "supply-side" tools enabling mainstream web publishers to participate in affiliate commerce revenue utilizing display advertising techniques including realtime bidding and modelling historical behavior.
 - At sale, VigLink was breakeven, delivered \$1B in annual GMV spend, \$50M in commissions, and \$10M in net revenue.
 - Built a proprietary network of 2 million publishers including Yahoo, Microsoft, Mozilla, Dotdash Meredith and Vertical Scope.
 - Established demand-side partnerships with 75,000 advertisers including Amazon, Walmart, eBay, Nike and many others.
 - Elected board member of the Performance Marketing Association. Speaker at Advertising Week, Affiliate Summit and others.
 - Recruited and hired more than 100 candidates and acquired 3 competitors: Driving Revenue, LinkSmart and Prosperent.
 - Raised capital: Emergence Capital (Kevin Spain), First Round Capital (Josh Kopelman), Google Ventures (Rich Miner & Tyson Clark), RRE (Will Porteous & Eric Wiesen) and others including Reid Hoffman and Deep Nishar investing personally.
- 2003 – 2007 **MICROSOFT** **REDMOND, WA**
Principal Group Program Manager (Director). Internally recruited by XBOX founder J Allard to start team serving TV and Movie downloads to the XBOX. Prior work shipping numerous entertainment products including Music, Radio and others.
- 2002 – 2003 **VULCAN** **SEATTLE, WA**
Research Program Manager. Worked personally for Microsoft co-founder Paul Allen managing various AI, venture diligence and media strategy projects. Managed multiple teams locally and overseas with multi-million-dollar budgets. Presented to DARPA RKE.
- 2000 – 2002 **ECHO NETWORKS** **SAN FRANCISCO, CA**
Director of Advanced Technology. Sole product manager and core engineer for award-winning online radio product.
- ## education
- 2007 – 2009 **HARVARD BUSINESS SCHOOL (HBS)** **BOSTON, MA**
Master of Business Administration. Winner John H. McArthur Canadian Fellowship. 2nd place VCIC competition.
- 1994 – 1999 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)** **CAMBRIDGE, MA**
Master of Engineering and *Bachelor of Science* in Computer Science. Hive founder at MIT Media Lab. Director of Nightline.
- ## professional associations, consulting and internships
- 2023 – **CEO & EXECUTIVE COACH** **SAN FRANCISCO, CA**
Personal coach to CEOs, executives, and venture capitalists drawing on my counseling experience and focusing on inner game.
- 2020 **FIRST ROUND CAPITAL** **SAN FRANCISCO, CA**
Angel Track. A community of established operators and founders looking to develop their skills as early-stage investors.
- 2010 – 2024 **YPO (FORMERLY YOUNG PRESIDENTS' ORGANIZATION)** **SAN FRANCISCO, CA**
Member, Golden Gate Chapter. YPO is a global leadership community of chief executives with members in >130 countries.
- 2012 – 2016 **PERFORMANCE MARKETING ASSOCIATION** **CAMARILLO, CA**
Board of Directors. Twice-elected board member. Founded publisher recruitment council. Retired by term limit.
- 2008 – 2009 **FOUNDERS FUND** **SAN FRANCISCO, CA**
Associate. First intern. Member of SpaceX deal team. Personally sourced a deal through Series A investment.
- 2007 **BRITISH BROADCASTING CORPORATION** **LONDON, UK**
Consulting Architect. Contract engagement to course correct iPlayer, a then-struggling 5-year, 200-person software effort.

technical skills and patents

Hands-on technologist focused on network architecture, arbitrage and real-time bidding. Inventor of more than a dozen patents.

personal

Former national champion rower, sailing race coach, avid cyclist and registered yoga teacher. Travel to over 50 countries.