

## experience

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 commerce revenue for the first time. VigLink was the first company to apply display advertising techniques including realtime bidding and modelling historical purchase behavior to in-content commerce links.

- At sale, VigLink was breakeven, delivered \$1B in annual GMV spend, \$50M in commissions, and \$10M in net revenue.
- Established demand-side partnerships with 75,000 advertisers including Amazon, Walmart, eBay, Nike and many others.
- Targetted the needs of the publisher side half of the commerce relationship. Used that strategy to build a proprietary network of 2 million publishers including partnerships with Yahoo, Microsoft, Mozilla, Opera, Dotdash Meredith and Vertical Scope.
- Elected board member of the Performance Marketing Association. Speaker at Advertising Week, Affiliate Summit and others.
- Led the product function of the business balancing the needs of advertisers and publishers (and by extension consumers) as well as regulators including navigating the launch of European GDPR regulations.
- 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 JAllard to start team serving TV and Movie downloads to the XBOX. Built team from scratch including recruiting and management, product design and delivery. Managed team of 35. 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 RKF.

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. 2<sup>nd</sup> 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 – **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.

Summer 2007 **BRITISH BROADCASTING CORPORATION** LONDON, UK

*Consulting Architect.* Brought in 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.