

MARK J. VERONE

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SENIOR MARKETING OPERATIONS & TECH LEADER

Direct • Interactive Media • Research • International • Consulting • Revenue Management

20 years of professional global marketing & product operations, management & consulting experience in the interactive advertising, entertainment, media research, travel ecommerce, aviation, and dental industries. Highly organized with excellent project management and team building focused on maximizing ROI. Proven track record of successful marketing and business leadership attributed to integrating continuous improvement with marketing operations technology to achieve desired results.

CAREER HIGHLIGHTS:

- Operations Management (Sales, Content, Marketing, Product & Advertising Operations)
- B2B & B2C Promotion, Direct, Strategic Marketing and Public Relations
- P&L & Budget Management
- Revenue Development
- Client Service & CRM
- Leadership & Team Building
- Ad Technology SME (ad server, CRM, Data Mgmt)
- Brand Launch & Development
- Consumer Market Research
- Operational Efficiency

PROFESSIONAL EXPERIENCE

GOGO LLC (NASDAQ: GOGO) COMMERCIAL AVIATION, Itasca, IL

2011 – PRESENT

Leading Global Aero-Communications Provider

VP, GLOBAL IFE OPERATIONS & AUTOMATION

1/2016 – PRESENT

VP, GLOBAL MARKETING & PRODUCT OPERATIONS AND SERVICES, GOGO LLC

4/2015 – 1/2016

DIRECTOR, MARKETING & PRODUCT OPERATIONS, GOGO LLC

9/2014 – 4/2015

DIRECTOR, ADVERTISING OPERATIONS & CONTENT MANAGEMENT, GOGO LLC

10/2011 – 9/2014

- Manage Advertising, Sales & Marketing Operations, content & technology operations, process & workflow focused on streamlining process, systems and workflow through automation of manual tasks
- Direct front-end Sales, Advertising, Marketing, Video & Content Management Systems (Salesforce.com, OpenX AdServer, Signal (BrightTag), Krux, DFA, Kaltura, AWS, Adobe DRM)
- Developed & deployed Advertising Technology Stack (Ad Server, Tag Management & Data Management Platform)
- Built world's first IAB-certified, real-time, in-flight ad serving solution & developing Audience Data Monetization strategy & Product for programmatic selling
- Lead Video Content Operations team for Gogo's In-Flight Entertainment (IFE) product

ORBITZ WORLDWIDE (NYSE: OWW) PARTNER MARKETING, Chicago, IL

2005 – 2011

Leading Global Online Travel Company

DIRECTOR, PARTNER MARKETING OPERATIONS, ORBITZ WORLDWIDE

10/2006 – 10/2011

- Managed Sales & Advertising Operations for Orbitz Worldwide Online Travel Agencies (OTA) brands (Orbitz.com, Cheaptickets.com, Away.com, Trip.com, ebookers.com, HotelClub.com).
- Established global ad serving technology strategy and Yield / Revenue Management for Orbitz brands.
- Managed global team of Ad Operations & Client Services specialists (Acct Management, Ad Traffic & Sales Planning).
- Administered sales & ad technology systems (DART Enterprise 7.1, Salesforce.com and Yieldex) and served as primary liaison between Partner Marketing and Orbitz technology teams.
- Generated sales and revenue forecasting along with monthly billing and delivery reconciliation and management of at-risk, unbilled / deferred revenue to achieve \$60MM of global annual revenue.
- Streamlined sales and ad operations process with continuous improvement philosophy.

SR. MANAGER ADVERTISING OPERATIONS, CENDANT / TRAVELPORT

8/2005 – 10/2006

- Managed Ad Trafficking and Sales Operations for Cendant / Travelport Online Travel Agencies (OTA) brands (Orbitz, Cheaptickets, Lodging.com, Away.com, ebookers.com & Galileo Viewtrip).
- Migration of all brands onto a common independent global ad serving technology platform.
- Integrated various systems (DART Enterprise 5.0/6.0, Salesforce.com, FatTail Ad Book).
- Managed Monthly Billing, Revenue Forecasting and delivery reconciliation.
- Global responsibility for UK properties with common global ad serving technology platform.

POINT-TO-POINT MARKETING, Ft. Collins, CO / Palatine, IL

2003 – 2005

Privately-held Direct Marketing firm serving the Radio & Television Industry

REGIONAL VICE PRESIDENT

10/2003 – 8/2005

- Independent Contractor managing Midwest sales territory of 20 key radio markets as defined by Arbitron.
- Developed territory revenue by providing Direct Mail and Telemarketing consulting solutions for radio station clients.
- Determine client needs, worked with creative team to develop effective marketing programs.
- Maintained monthly client / prospect e-marketing email newsletter.

iHeart MEDIA INC. (Clear Channel Communications, Inc.) Chicago, IL / Lexington, KY **1998 – 2003**
Global leader with radio and television stations, outdoor displays, and entertainment venues in 63 countries around the world.

DIRECTOR OF CLIENT SERVICES, Clear Channel Radio Interactive, Chicago, IL **2/2000 – 10/2003**

- Transitioned 1000+ radio station websites to DoubleClick's AdServer 4.0/5.0 along with Harvest Solutions analytics.
- Integrated in-house bid / campaign management systems through AdServer platform.
- Managed team of media planning specialists who generated approved media plans, inventory and pricing schedules.
- Consolidated relationships with major advertising partners in excess of \$20M due to merger
- Developed operational business plans, expense budgets, and organizational plans in excess of \$3M.
- Created turn-key ad revenue generation tools, content and training seminars for local radio station sales teams

DIRECTOR OF MARKETING & SALES, The New Research Group/Int'l, Chicago, IL **3/1999 – 2/2000**

NATIONAL MARKETING DIRECTOR, Critical Mass Media, Chicago, IL **2/1999 – 2/2000**

- Nationally rebranded The Research Group to become The New Research Group, a radio research company.
- Coordinated, planned and executed Marketing and Sales plans for The New Research Group/International.
- Managed B2B and CRM direct marketing database of domestic and international contacts.
- Marketed services to key radio prospects and launched StoryLink™, a Television research service.
- Designed and executed marketing plans for Critical Mass Media, a radio research and marketing company.
- Marketed services via direct marketing, trade publications, conventions, events, and presentations.

MARKETING DIRECTOR, Jacor/Clear Channel, Lexington, KY **6/1998 – 1/1999**

- Managed marketing operations for Jacor's 7 Lexington radio station properties.
- Designed and executed marketing goals, promotions, and special events with multi-tiered promotion staff.
- Managed listener CRM databases for each station to execute direct marketing and research,
- Coordinated tactical and strategic Print, TV, Cable, and Outdoor advertising campaigns.
- *Promotions included:* House Giveaway, Charity Race, Parties/Events/Concerts, & Tennis/Golf Tournaments.

COX RADIO/NEW CITY, WSYR/WHEN, Syracuse, NY **1996 – 1998**

MARKETING & PROMOTION DIRECTOR **8/1996 – 1/1998**

- Managed marketing operations for Newsradio 570-WSYR & Sportsradio 620-WHEN.
- Created CRM Listener Database, Interactive Phone Line, website, and street marketing campaigns.
- Created sales & promotional opportunities, merchandising and advertising campaigns.
- Work directly with local college and semi-professional sports teams to create events and marketing partnerships.

METROMEDIA INTERNATIONAL MARKETING, INC, New York, NY **1995 – 1996**

MARKETING ASSISTANT **7/1995 – 8/1996**

- Served as liaison between U.S. management and group-owned radio stations in Russia & Eastern Europe.
- Supported management with sales, marketing / promotions, research, programming data, and financial reporting.

RAM PAN ENTERPRISES, LLC & MARKVERONE.COM, Inverness, IL **1990 – Present**

FOUNDER & PRESIDENT

- Independent Management Consultant specializing in Marketing, Multimedia, Interactive, and Real Estate Development.
- Generated emerging market research and Sales / Marketing presentations for Metromedia International (1/98-6/98).
- Provide Management and Marketing services for River Pointe Dental through interactive and direct marketing.
- Strategic consultant for confidential early-stage data related startup

EDUCATION

LAKE FOREST GRADUATE SCHOOL OF MANAGEMENT, Lake Forest, IL **9/2003 – 6/2005**

- MBA – General Management with honors

SYRACUSE UNIVERSITY, S.I. Newhouse School of Public Communications, Syracuse, NY **1992 – 1995**

- Bachelor of Science - Television, Radio and Film Management – Graduated 1995
- National Association of College Broadcast (NACB) "Best Creative Production" award 1993

SKILLS

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| <ul style="list-style-type: none">• Ad Technology & Content Management Systems Expert• Sales CRM Design & Systems Expert• Advanced computing & interactive systems• MS / APPLE / MOBILE Applications | <ul style="list-style-type: none">• Operational Efficiency SME• Leverage Tools and Technology to drive efficiency (Jira / Wiki)• Agile Product Leader focused on Scrumban & Kaizen• Organizational Design SME |
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INTERESTS / ACTIVITIES

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| <ul style="list-style-type: none">• AdMonsters.org – Member<ul style="list-style-type: none">◦ Featured Speaker 2013, 2010, 2008• CIMA - Chicago Interactive Marketing Assoc. – Past Member• IAB – Interactive Advertising Bureau – Past Member• OMMA West 2007 – Doubleclick Panelist• Chicago Assoc. of Direct Marketing – Past Member | <ul style="list-style-type: none">• Syracuse University Board of Trustees – Member (2015-17)• Syracuse University National Alumni Board of Directors since 2009<ul style="list-style-type: none">◦ VP (2013-14)/President-Elect (2014)/President 2015-17• WJPZ Radio Alumni Association - Member• Kappa Sigma Fraternity Alumni Assoc. – Member• Prevent Child Abuse America (PCAA) – Past VP Chicago Board |
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