

# Mark J. Verone

## ABOUT MARK



Mark Verone is a technology focused marketing, product, sales and operations leader who has applied his expertise to travel eCommerce, interactive and traditional media. Mark has over 20+ years of professional agile marketing operations and management experience including client service, revenue optimization, content management, advertising and marketing operations. His organized approach to maximizing available resources has helped drive increased revenue.

Mark joined Gogo, Inc. in October of 2011 as Director, Ad Operations & Content Management, then as VP, Global Marketing & Product Operations and Services. He now serves as VP, Global Inflight Entertainment Content & Advertising Operations where he runs Content Management and Advertising Technology systems and continuous improvement projects across the operations organization. At Gogo, Mark is responsible for developing an operational discipline within the Gogo marketing, operations and technology teams to support their commercial advertising sales and sponsorship efforts along with their in-flight entertainment on-demand video services. This includes establishing systems, technology, workflow, automation and processes to streamline a collection of manual tasks. Mark led the effort to create the world's first IAB-certified, real-time, in-flight ad serving solution and is also working to optimize various content partnerships across the consumer facing in-flight airline portals. Under his leadership, Mark's team was responsible for driving a 50% reduction in the time required to produce in-flight entertainment on a 30-day content delivery cycle.

Prior to joining Gogo, Mark spent six years at Orbitz Worldwide as Director of Partner Marketing Operations, where he was responsible for managing a global team focused on the execution of \$60MM in global advertising revenue across Orbitz Worldwide (Orbitz.com, Cheaptickets.com, ebookers.com, Trip.com, HotelClub.com, and The Away.com Network). Mark established a global ad serving technology strategy by consolidating the Orbitz brands onto a common ad serving platform to maximize efficiency for his team. This strategy allowed the company to view its advertising inventory across all brands through a common yield and inventory management technology. Mark further streamlined the sales and ad operations process by integrating the ad server with various back office financial systems to generate better sales and revenue forecasting along with monthly billing and delivery reconciliation.

Mark is a 1995 graduate of the prestigious S.I. Newhouse School of Public Communications at Syracuse University where he received the 1993 award for "Best Creative Production" from the National Association of College Broadcasters (NACB). Mark was elected to the Syracuse University National Alumni Association Board of Directors in 2009 and served a two-year term as President and as Member of the Board of Trustees. He now serves as President Emeritus. Mark earned his MBA with honors from The Lake Forest Graduate School of Management in 2005.

Over Mark's fast paced career, he's worked in Promotions, Marketing & Research for numerous radio stations on the local, national and global level with radio stations in Eastern Europe, Russia and emerging markets. Before joining Orbitz Worldwide, Mark spent two years with Point-To-Point Direct Marketing Solutions as Midwest Regional Vice President and five years with Clear Channel Radio as Director of Client Services for Clear Channel Radio Interactive where he was the architect behind the consolidation of 1,200 radio websites under a common ad serving technology platform generating \$20MM in annual revenue.

In addition to working with multi-million-dollar advertising partners, he has created turn-key programs and products to generate revenue for local, national and global sales teams. Mark's passion for operational efficiency has led him to create continuous improvement processes that leverage technology automation to make his operations team more efficient with greater output, attention to detail, improved quality and overall customer satisfaction.

In his spare time, Mark enjoys technology, eating & cooking, photography, gardening, swimming, biking, skiing, golf, the beach and traveling with his wife Rachelle & their two sons, 11yr old Andrew who has flown over 600K miles since birth and 7yr old Christopher who flew over 100K miles before the age of 2 – both kids have airline status. Reach Mark Verone directly at: (847) 477-8674 or via e-mail at: [mark@markverone.com](mailto:mark@markverone.com)

