

MARK J. VERONE

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SENIOR MARKETING OPERATIONS & TECH LEADER

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

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 agile marketing, lean operations, continuous improvement and technology systems to achieve goals.

CAREER HIGHLIGHTS:

- Operations Management (Sales, Content, Marketing, Product & Advertising Operations)
- B2B & B2C Promotion, Direct, Strategic Marketing and Media Relations
- P&L & Budget Management
- Revenue Development (Advertising, eCommerce)
- Client Service & CRM
- Leadership & Team Building
- Marketing Technology SME (ad tech, CRM, CMS, Data Management Platform)
- Brand Launch & Development
- Consumer Market Research
- Operational Efficiency (Agile, Lean, Kaizen)

PROFESSIONAL EXPERIENCE

GOGO LLC (NASDAQ: GOGO) COMMERCIAL AVIATION, Chicago, IL **2011 – PRESENT**

Leading Global Aero-Communications Provider

VP, GLOBAL INFLIGHT ENTERTAINMENT CONTENT & ADVERTISING OPERATIONS **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**

- Lead Video Content & Advertising Operations for In-Flight Entertainment (IFE)
- Advertising, Sales & Marketing Operations, content & technology operations, process & workflow focused on streamlining process, systems and workflow through automation of manual tasks (Salesforce.com, OpenX Ad Server, Signal (BrightTag), Krux, DFA, Kaltura, AWS, Azure, Aspera, Axinom CMS (custom content management), Adobe DRM)
- Developed & deployed Advertising Technology Stack (Ad Server, Tag Management & Data Management Platform DMP)
- Built world's first IAB-certified, real-time, in-flight ad serving solution & Audience Based DMP for programmatic
- Member of the IT Governance Committee

ORBITZ WORLDWIDE (NYSE: OWW) PARTNER MARKETING, Chicago, IL **2005 – 2011**

Leading Global Online Travel Company now part of Expedia, Inc.

DIRECTOR, PARTNER MARKETING OPERATIONS, ORBITZ WORLDWIDE **10/2006 – 10/2011**

- Global Sales & Advertising Operations leader 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 Ad Server 4.0/5.0 along with Harvest Solutions analytics.
- Integrated in-house bid / campaign management systems through Ad Server 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.

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

- Designed and executed marketing goals, promotions, and special events with multi-tiered team across 7 radio stations.
- 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

- Ad Technology & Content Management Systems Expert
- CRM Architecture & Systems Expert
- Advanced computing & interactive systems
- iOS / Android / & Custom Applications
- Operational Efficiency SME (Agile / LEAN)
- Leverage Tools and Technology to drive efficiency (Jira / Wiki)
- Agile Marketing Leader focused on Scrumban & Kaizen
- Organizational Design SME

INTERESTS / ACTIVITIES

- AdMonsters.org – Member
 - 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
- The Airlines Passenger Experience Association (APEX) – Co-Chair of Airline Advertising and Ancillary Revenue Committee
- Syracuse University Board of Trustees – Member (2015-17)
- Syracuse University National Alumni Board of Directors since 2009
 - 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
- Guest lecturer at Northwestern University, featured in Forbes series on Agile Marketing