



Mark J. Verone

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Who I Am...

Global Marketing Automation and Technology Executive

I am an experienced multimedia operations executive that has built successful global teams in digital media, advertising, video-on-demand, and content management.

What I Do...

My expertise spans both B2B and B2C global brands where I've built international teams and collaborations across internal cross-functional stakeholders and with external customers in to achieve mutual objectives. Specific skills include:

- Advertising Optimization & Automation
- Inventory Yield and Revenue Management
- Technology Systems Integration & Consolidation
- Budget & P&L Management
- Content Management & Metadata
- Customer Experience & Partner Management
- Product Development and Launch
- Team building & Employee Engagement

How I Add Value...

I am data-driven and results-oriented. I focus my energy seeking opportunities for continuous improvement while evolving the business for consistent revenue growth against P&L objectives:

- Establishing KPIs and measurement metrics to track against objective and key results (OKRs).
- Improve sales, advertising, and marketing operations using technology, workflow improvements in complex, highly regulated, industries.
- Develop new, innovative solutions, products, and programs to increase overall efficiency.
- Leverage people, process, technology and automation to maximize capacity and output.

Professional Experience...

Gogo, Chicago, IL **2011-2020**
VP, Global Inflight Entertainment & Advertising Operations

Orbitz Worldwide, Chicago, IL **2005-2011**
Director Global Partner Marketing Operations

Target Roles

SVP Marketing | CMO | COO

Chief Marketing Technologist

Advertising Operations

Marketing Operations

Partner Marketing

Client Services

Target Industries

Media & Entertainment

Adtech | Martech

Esports | Gaming

Ecommerce | Online Retail

Telecom | Broadcast | CTV

Target Companies

Disney+ | Netflix | HBO Max

Amazon | Twitch | Luna

Apple | Apple TV+

Comcast | Xfinity | Peacock

Google | Stadia

Deloitte Digital

Microsoft | Xbox

Hubspot | Salesforce.com

Desired Contacts

Owner/Principal

CEO | CFO | COO

Executive Vice President

Senior Vice President