

Mark J. Verone

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Mark Verone is a Global Marketing Automation and Technology Executive with additional experience as a digital media expert with a successful track record of transforming marketing and business systems with breakthrough technology to deliver best in class results. Adept at Agile Marketing, Lean operations, continuous improvement, and marketing technology systems. He has expertise in Private, Public and VC backed startups, and was one of the early pioneers on the publisher side of digital advertising. He led advertising operations, client services and account management for several “non-traditional” publishers in broadcasting, travel, aviation, entertainment, and telecommunications. Mark’s expertise spans both B2B and B2C global brands where he has developed international teams and strategic alliances.

Mark is an advocate of Agile Marketing where he has scaled three public companies’ automation and technology platforms to support expansive growth from \$235M to \$835M over his tenure with Gogo®. From \$685M to \$765M at Orbitz®, and from \$1.5B to \$8.9B at Clear Channel (iHeart). He participated in two IPOs at Orbitz® and Gogo® and has been a change agent leading strategy and implementation for key growth initiatives including advertising inventory yield and revenue management, budget management, and cost savings programs across content management, AdTech, and Martech systems to a unified platform. He also created new a distribution product offering for faster content delivery, reduction of asset costs and improved asset management and inventory tracking of parts. These objectives were accomplished in complex, highly regulated industries.

Verone is a multicultural leader for global teams focused across borders and time zones through a lens of driving continuous improvement, team building, and coaching. He has worked cohesively with internal cross-functional teams including executive leadership, sales, account management, product, front-end developers, off-shore teams, and software engineering. He is results-oriented having delivered data-driven accountability from establishing KPIs and measurement metrics tracking against objectives and key results (OKRs) along with strategic planning and tactical implementation for consistent delivery of P&L objectives.

Mark’s passion for operational efficiency is demonstrated when he often shares best practices and thought leadership through speaking engagements, articles, networking, and panel discussions across various platforms including AdMonsters, Northwestern University and Lake Forest Graduate School of Management. He shared how to implement [Scrumban](#) as part of a digital transformation and was featured in [Forbes](#) and [The Marketing Agility Podcast](#) speaking about the power of agile marketing. Mark was featured in the Ad Ops All Stars Podcast series discussing his journey into advertising operations and also was part of the [WJPZ At 50 Podcast Series](#). Mark also served as co-chair of the Airline Advertising and Ancillary Revenue committee (ARC) for the Airline Passenger Experience Association (APEX) to help attract more advertising revenue to the airline industry.

Mark joined TuneIn in 2021 as Vice President, Operations leading Broadcast Content, Advertising, Localization and Customer Support Operations for both broadcast partners and listeners. In 2022, Mark worked with [Sony Pictures](#) to develop and launch [Jeopardy! Radio](#) on TuneIn along with 12k+ new streams on the platform. Stations include Calm Radio, CNN Originals, Boss Radio 66 & Country-A-Go-Go with Tom Hanks, and [The Sevens Radio Network](#) with Garth Brooks. ([The Big 615 | Tailgate Radio | The Garth Channel](#)). Mark built radio studios in NYC and Nashville along with portable studio road kits and home studio operations for broadcast talent while shifting offshore customer support teams from India to near-shore support in Jamaica.

Prior to 2021, Mark spent nine years at Gogo®, a leading provider of in-flight connectivity and wireless in-flight entertainment solutions for the commercial and business aviation markets. He was VP, Global Inflight Entertainment Content & Advertising Operations leading Video Content Management and AdTech systems and the Digital Video Supply Chain that powered Gogo Vision. At Gogo®, Mark fostered a culture of continuous improvement establishing systems, technology, and processes to streamline output with automation. He introduced the world’s first IAB-certified, real-time, in-flight ad serving solution along with driving a 50% reduction in time to produce monthly inflight entertainment content updates.

Mark spent six years at Orbitz® Worldwide as Director of Partner Marketing Operations, where he built a global team managing \$60MM in advertising revenue across a portfolio of international travel brands. He established a global AdTech strategy that consolidated the Orbitz® brands to a unified ad platform enabling the company to better manage its advertising inventory through a centralized system. His team further streamlined the sales ops process by integrating the ad server with back-office CRM & financial systems to increase forecasting and billing accuracy.

Prior to 2005, Mark spent two years with Point-To-Point Direct Marketing Solutions as Midwest Regional Vice President and seven years with Clear Channel Communications (now iHeartMedia) 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 AdTech platform generating \$20MM in annual revenue. At Clear Channel, Mark also worked with numerous radio stations at the local, national, and international level leading Promotions, Marketing & Research. In 1995, Mark worked for Metromedia International Marketing where he was responsible for supporting group-owned stations in Russia & Eastern Europe.

Mark is a 1995 graduate of the S.I. Newhouse School of Public Communications at Syracuse University. He has been an active member of the Syracuse University Alumni Association Board since 2009, serving as Vice President and then as President until 2017 and now as President Emeritus. He also served as a member of the Syracuse University Board of Trustees from 2015-2017. Verone earned his MBA with honors from The Lake Forest Graduate School of Management in 2005. Mark currently serves as President, Meet Director and Public Address Announcer of the Barrington Swim Club, a member club of USA Swimming. In his leisure time, he enjoys spending time at the beach and traveling the globe with his wife Rachelle and their sons, 16yr old Andrew and 12yr old Christopher.