

MARK VERONE

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VICE PRESIDENT OF OPERATIONS

Results-driven technology executive with extensive industry experience in global marketing automation, digital media, agile marketing, and lean operations. Demonstrated ability in private, public, and VC backed startups, and skilled in cloud computing and content operations. Skilled in supply chain management, advertising, digital media, and web analytics. Clear communicator who builds partnerships with peers, clients, and stakeholders to achieve departmental and organizational goals.

KEY SKILLS

Advertising | Marketing Technology | CRM Systems | Content Management Systems | Public Relations | Project Management | Public Address Announcer | Cloud Computing | Video Content Management | Metadata Management | Client Services |

PROFESSIONAL EXPERIENCE

Tuneln, Inc. | Chicago, IL

March 2021 – March 2024

VP, OPERATIONS, March 2021 – March 2024

Reported to Chief Revenue Officer (CRO) and responsible for team of 5 direct reports plus a team of 60+ including FTE & contractors. Scope of responsibilities including Advertising Operations & Technology (AdTech), Content Operations & Localization, and Customer Care (both B2C listener support and B2B Broadcaster Support).

- Reorganized team for improved efficiency and better support for the revenue team(s). Introduced better tracking and metrics for improved forecasting of inventory.
- Launched over 12k new streams on the platform including Jeopardy! Radio, Calm, CNN Originals, Boss Radio 66 & Country-A-Go-Go with Tom Hanks along with The Sevens Radio Network with Garth Brooks. (The Big 615, Tailgate Radio, The Garth Channel). Built Radio Studios in NYC and Nashville along with portable studio road kits and home studio operations for broadcast talent.
- Successful transition of offshore support services in the Philippines and India to nearshore support in Kingston, Jamaica. 30+ support agents cross-trained to handle inbound queues for both B2C listener support and B2B Broadcaster Support.

MARKETING CONSULTANT, March 2021 – September 2021

Reported to CRO and tasked with developing plans and recommendations of marketing technology stack and off-boarded key marketing leader with documentation of existing process and workflow, vendors, tools, and systems. Created Onboarding Plan for new marketing leader.

- Prepared End to End Marketing Lifecycle Analysis and documentation of current state marketing technology and automation and delivered future state recommendations for improving marketing technology tools and services.

Gogo, Inc. | Chicago, IL

August 2011 – August 2020

VP GLOBAL INFLIGHT ENTERTAINMENT CONTENT AND ADVERTISING OPERATIONS

VP GLOBAL INFLIGHT ENTERTAINMENT CONTENT AND ADVERTISING OPERATIONS, 2015 – August 2020

Responsible for team of 15 direct reports plus 50 additional contractors, outsourcing partners, and stakeholders to implement display advertising, product, and sales operations, licensing, and vendor management of Gogo Vision inflight entertainment Product Portfolio with annual expense budgets of \$5MM with \$35MM revenue.

- Delivered the shift to alternate DRM vendor leveraging native device/browser players after end-of-life of Adobe flash player resulting in improved user experience by eliminating downloads of 3rd party mobile apps resulting in a 30% increase in views on \$35MM annually with 70% margins.
- Drove faster ad serving solution with 10x increase in response times through ad server migration from OpenX to AdButler. Implementation included RFP selection of vendors and front-end software development in less than 90 days.
- Transformed content delivery cycle times by 50%, from 60 to 30-days by reducing 90 manual steps to less than 30 with automation, new content management system, and process improvements to reengineer workflow architecture.
- Created a new distribution product offering, "Local Replication" to deliver faster content updates.
- Partnered with airlines to develop digital media distribution process transferring content updates from the cloud instead of physical media where duplication occurred in-market. Japan Airlines was our launch customer and received content updates 15 days faster, resulting in 50% reduction in distribution time.
- Reduced USB stick costs and overall loss rates by 50% while increasing USB storage capacity 2X and shifting to a custom manufacturer (Delkin) to lower costs from COTS version resulting in \$200 per unit cost savings.

DIRECTOR, ADVERTISING OPERATIONS AND CONTENT MANAGEMENT (Marketing Automation), 2011– 2015

Reported to the CMO / Chief Commercial Officer and responsible for establishing go-to- market ad tech and ecommerce strategy with cross functional team of 30 while establishing dedicated team.

- Deployed ad tech stack (Ad Server | Tag Management | Data Management Platform (DMP) | targeting and keyword taxonomy) to become world's first IAB-certified, real-time, in-flight ad serving solution & audience based DMP for programmatic audience segmentation resulting in 50% increase in revenue optimization with new ad products.
- Partnered internally (Product | Sales | Marketing | Engineering) to develop advertising and ecommerce revenue growth strategy by working with external stakeholders at IDEO and MediaLink conducting field research resulting in digital advertising product development that scaled revenue from \$4MM to \$9MM.

Orbitz Worldwide | Chicago, IL

August 2005 – August 2011

DIRECTOR GLOBAL PARTNER MARKETING OPERATIONS, 2006 – 2011

Reported to VP Global Sales and Partner Marketing and responsible for global team of 20 across sales planning, client services, account management, revenue management, digital campaign optimization, billing, and reconciliation for all Orbitz brands.

- Implemented inventory management system (Yieldex) improving forecasting accuracy resulting in higher campaign yield management and optimization increasing revenue from \$12MM to \$60MM annually.
- Partnered with internal finance and accounting technical teams (fintech) to integrate ad server database to Oracle financials resulting in automated billing process shifting from spreadsheets and paper, reducing time up 400+ hours of resources with higher quality and accuracy.

SENIOR MANAGER ADVERTISING OPERATIONS, 2005 – 2006

Reported to Director of Advertising and Biz Dev and responsible for North American ad operations team of five with global responsibility for rest-of-world ad technology migration.

- Consolidated and migrated multiple Orbitz ad tech systems to common global advertising technology platform with uniform targeting taxonomy driving increased efficiency and cost savings shifting from four ad servers to one allowing global sales and ad campaigns across multiple brands.
- Developed middleware (Cast Iron Systems / IBM) to connect ad server to Salesforce.com CRM and FatTail AdBook order management system (OMS) increasing efficiency and accuracy of sales planning and inventory management resulting in better campaign development for sales team.

ADDITIONAL RELEVANT EXPERIENCE

FOUNDER, PRINCIPAL CONSULTANT AND PARTNER

Ram Pan Enterprises, LLC | Inverness, IL

REGIONAL VICE PRESIDENT

Point-To-Point Marketing | Chicago, IL

DIRECTOR CLIENT SERVICES, (Clear Channel Radio Interactive)

Clear Channel Communications (iHeart Media) | Chicago, IL

MARKETING ASSISTANT

Metromedia International Marketing, Inc | New York, NY

EDUCATION

Master of Business Administration (M.B.A.) in General Management

Lake Forest Graduate School of Management | Lake Forest, IL

Bachelor of Science (B.S.) in Television, Radio, and Film Management

SI Newhouse School of Public Communications | Syracuse, NY