

Client Name

Executive/C-Suite Leadership | Agile Leadership | Thought Leadership

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EXECUTIVE SUMMARY

Growth accelerator and global strategic business leader with 15 years in executive roles at Google and Google-owned organizations. Drive multimillion/multibillion-dollar business across video, search, display, and location product lines. 25+ years of experience leading high-performing teams of 15 to 500 through periods of \$200M to \$10B+ growth, technology evolution, and change across digital platforms. Business leader capable of driving impact in complex, highly matrixed organizations, including leading through change and structural reorganizations. *Founded YouTube's Revenue Organization and delivered its first billion dollars in annual revenue.*

GOOGLE CAREER

WAZE (A GOOGLE COMPANY), TEL AVIV, ISRAEL (HQ), San Francisco, CA 2017 – Present

Global Chief Revenue Officer (11/2019 – Present) | Managing Director Waze North America Business (11/2017 – 10/2019)

Lead the Global Business Organization in 7 key countries; head complex vendor business spanning LATAM, North America, and EMEA. Oversee a team of 100+ FTEs and 200+ vendors. Direct North America business representing 50% of global revenue and set the pace for the global organization across talent management, measurement products, operational discipline, training, go-to-market strategy, and customer engagement.

- Launched the operating cadence for Global Business across pricing, yield management, business planning, strategy, and channel management
- Overachieved 2021 business plan by 12% in partnership with Engineering and Product, delivering \$150M in profit back to the business over 8 quarters (30% total funding)
- Built 2020 business strategy, delivering on 60% YoY growth to achieve post-pandemic recovery, and reaching December 2019 revenue levels by EOY 2020
- Transitioned operation as Managing Director. Turned over 80% of leadership team and restructured marketing and go-to-market, resulting in 60% growth YoY and overachievement of plan by 38%

GOOGLE, San Francisco, CA 2013 – 2017

Managing Director, Financial Services / Managing Director, Google Display Network Commercialization (07/2016 – 10/2017) | Managing Director, Brand Solutions (04/2013 – 06/2016)

Held two Managing Director roles simultaneously for 6 quarters. Led a team of 60 sellers calling on top financial services customers, contributing 5% of Google Americas' revenue (\$1.3B+) and recognized as the 5th largest vertical in the Americas.

- Achieved 25% YoY growth for the Financial Services organization and grew key accounts by 58% YoY above average
- Accelerated Google Display Network growth rate from 1% YoY in Q1 to 15% QTD YoY for the Americas region
- Co-built 2015 and 2016 business plans for Brand Advertising in the Americas, identifying key strategic enablers to hit 60% YoY growth goals

YOUTUBE (A GOOGLE COMPANY), San Bruno, CA 2006 – 2013

Global Director of Industry Development (01/2012 – 03/2013) | Director of Video & Display Advertising (01/2009 – 12/2011) | Chief Marketing Officer (09/2006 – 12/2008)

Joined 30-member YouTube start-up team as CMO in 2006, with accountability for all hiring, infrastructure, operations, and systems globally to build a SOX-compliant foundation for a multibillion-dollar media property. Led seamless integration into Google at time of acquisition.

- Spearheaded strategy to drive global video revenue through 12K-member global sales organization
- Developed strategy and curriculum for Google's BrandLab; hired launch team and executed global expansion
- Founded the Digital Content NewFronts (2012) in partnership with executives from AOL, Hulu, Microsoft, and Yahoo!
- Launched YouTube's BrandCast as Google's showcase for scaled video investment, laying the groundwork for the future \$15B video business and accelerating the shift in television investment to online video
- Built and led the YouTube/Display advertising sales team from launch to 300 people over 36 months. Grew revenue to #1 market leader in Display/Video, unseating Yahoo! and generating Google's first billion in non-search (video) revenue

ADDITIONAL EXPERIENCE: SVP/GM, CNET Networks Entertainment & Associate Publisher, Ziff Davis

EDUCATION & QUALIFICATIONS

Bachelor of Arts in Literature, cum laude – Middlebury College
Executive Leadership Development – Hudson Institute of Coaching

Advisor, Reddit (2020 - Present) | Board Member, MMA (2018-Present) | Board Member, Goldblox (2018 - Present) | Trustee, Middlebury College (2016 - Present) | Co-Chair, IAB Video (2008 - 2013) | Board Member, San Francisco Film Society (2008 - 2012)

One of 20 women honored as Working Mother of the Year 2012 | Recognized as #15 on MediaWeek's Top 50 People to Watch