

TAN TMANGRAKSAT

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EXPERIENCE

TAPCORE, INC.

Chief Revenue Officer

San Francisco, CA

02/17 – present

- Define and execute monetization strategy across Supply, Demand and Strategic partnerships globally.
- Guide each business line to track and manage deal flow to achieve revenue targets with data insights.
- Structure deals to provide new revenue streams in addition to current advertising solutions.
- Collaborate with C-Suite to strategically grow our business, delivering 55% growth in the first quarter.

KOCHAVA, INC.

Vice President, Audience Monetization

San Francisco, CA

09/15 – 02/17

- Spearheaded supply efforts for new Audience Management initiative called the Collective.
- Worked cross departmentally with Sales, Marketing and Product to devise GTM strategy
- Grow footprint of the Collective to over 200MM device ids in the span of 4 months across 7 partners.

AIRPUSH, INC.

Vice President, Publisher Solutions

San Francisco, CA

09/13 – 05/15

- Managed and developed global publisher team of 20.
- Executed SDK adoption of new ad products that grew to 25% of network revenue in 4 months.
- Directed sales and publisher teams to collaborate on executing media plans to achieve 100% delivery.
- Worked closely with executive counterparts to define and execute monetization strategy for Airpush.

VELTI, INC.

Vice President, Publisher Solutions

San Francisco, CA

04/11 – 09/13

- Developed and managed 3 teams across all publisher relationships for advertising business unit.
- Identified and executed supply outreach strategy for both Mobclix Exchange and Velti Media.
- Guided global offices to execute on supply acquisition strategy totaling over 33,000 publishers.
- Developed comprehensive media strategies to optimize revenue with 53% growth YoY.

MOBCLIX, A VELTI COMPANY

Director, Exchange Operations – Strategic Partnerships

Palo Alto, CA

10/10 – 04/11

- Managed and built revenue operations of the strategic publisher relationships on the largest mobile exchange.
- Identified and executed new revenue generating opportunities for premium partners.
- Provided direction and guidance to publisher development team to acquire strategic partners.
- Established and managed account management team to focus on retention of all publisher partners.

YAHOO, INC.

Manager, Pricing and Yield Management

Sunnyvale, CA

06/09 – 10/10

- Managed yield performance to maximize monetization to align with corporate objectives.
- Actively communicated price and monetization trends to Sales force.
- Evaluated and structured upfront media buys for key accounts including: Experian, Bank of America, EBay, E*TRADE, Toyota, Honda, Paramount, Sony, totaling over \$20MM
- Identified and executed opportunities for pricing model and process enhancements with the broader PYM team as well as other cross-functional departments.

Network Analytics Manager, Yahoo! Network

04/08 – 06/09

- Provided analysis and insight on the overall Yahoo! Network to the media and analyst sales teams.
- Interpreted data and made statistically backed recommendations improving yield throughout entire network.
- Managed and trained a team up to 8 people in the areas of media acquisition and optimization.
- Lead various interdepartmental projects to streamline workflow and provide efficient business operations.

BLUELITHIUM/YAHOO, INC.

Publisher Analytics Manager

San Jose, CA

07/07 - 04/08

- Developed comprehensive media strategies and plans for execution for all clients and internal needs.
- Lead media buying efforts including sourcing opportunities, negotiations, and establishing metrics for optimization
- Lead initiative to understand internal platforms and processes essential to integration with Yahoo, Inc.

Publisher Account Manager

07/06 - 07/07

- Managed the strategic accounts of Blue Lithium's vital website publisher relationships.
- Performed inventory analysis and activated new publisher accounts which resulted in increased network reach from 9th to 5th ranking according to ComScore ratings in a four month period.
- Exceeded revenue delivery of \$1.5MM per quarter by 10%.

- Built long term partnerships with high-quality web publishers in efforts to maximize return to both the client and Blue Lithium.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor of Arts, Political Economy of Industrialized Societies, 2006

SKILLS

Language: Fluent in Thai. Conversational in Spanish.

Technical: Proficient in Microsoft Office, Excel, Adobe Photoshop, Salesforce, Evaliant, Comscore Media Metrix, Right Media Exchange, DoubleClick Exchange, Atlas, MySQL

Others: Highly trained and experienced in public speaking and presentations.