

SEAN BLACK

Executive Sales and Business Transformation Leader

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SKILLS – HIGHLIGHTS

- Creating proactive, accomplished sales cultures
- Experience working with, influencing, and collaborating with cross-functional leadership
- Understand the use of data for decision making, forecasting, and informing strategy
- Excellent coach, mentor, and ability to quickly assess top talent to build a winning team
- P&L Management and Budgetary Insight - focus on efficiency and rapid growth
- Infrastructure, team structure, processes, and systems to support the success of the sales team, with a mind to continuous improvement
- Navigate & developing larger commercial and revenue frameworks
- Multi-Platform experience (Programmatic/Video/OTT/Mobile)
- Process & Risk Management - understanding the long-term market potential for clients and brands

WHO I AM

Sean brings a unique and rare view of the marketplace having led global agency and enterprise growth for several sell-side organizations and currently leading the development of VDO.AI business in North America, this plus having 20+ years of Digital Marketing experience and a combined 20 years of overall brand and marketing strategy.

Sean takes brand strategies and business objectives beyond paper and delivers first of its kind creative thinking - married with holistic, insight-driven approaches. Always manages from inside a team, being a true coach in developing group vision while driven to build new opportunities encouraging thinking ahead of the marketplace to increase revenue.

EXPERIENCE

June 2021 – Present

Head of North America – General Manager VDO.AI

New York, NY (Remote)

- Developed the North America commercial/business roll out strategy including all operational materials
- Deepen our partnerships across AMEA and APAC teams to create and develop large scale global opportunities
- Lead and continue to build a proactive accomplished sales culture mastering prospecting and taking decisive action
- Building out the organizational capabilities, opportunity areas, gap analysis across key markets in CTV/OTT
- Drove \$2M in revenue within first 6 months (generating average of 7 meetings per week). Avg \$100K per week in closings
- Identify new solutions to bring to market across managed service offerings
- Own the P&L

June 2019 – July 2021

Head of Enterprise Partnerships & Agency Growth Revenue FreeWheel (A Comcast Company)

New York, NY

- Lead all Global Agency frameworks and MSA development
- Lead growth and strategy for legacy software business (STRATA) for 1200 Ind. and small agencies.
- Created the first Global Media deal for FreeWheel Media and Nestlé & Adidas
- Built the 2020 FreeWheel Media and Supply Strategies
- Delivered overall \$20M in total revenue

July 2017 – December 2019

Global Head, Agency Development & Partnerships Dotdash Meredith

New York, NY

- Managed all C-Suite relationships across all agency Hold-Co's including (Dentsu Aegis Publicis, Havas, Zenith Optimedia, Group M, Omnicom, and IPG)
- Developed Dotdash's first agency and brand frameworks to drive revenue and increase new business. Delivering over \$2MM within first 6 months.
- Delivered over 10 new clients and over 40 new senior level contacts within the first 6 months.

May 2016 – June 2017

EVP Head of Digital Investment U.S.
Amplifi/Dentsu Aegis Network
New York, NY

- Built out overall US Digital Investment strategy and staffing plan
- Oversee/Impact \$500MM in Digital spend across all channels, across all DAN op-co's (Merkle, Carat, Vizeum, 360i, Gravity, MKTG). Oversaw \$2b in Digital spend.
- Delivered 17% savings within first 6 months driving \$20MM back to DAN
- Establish yearly US Investment deal frameworks with leading partners (Google, Yahoo, AOL, Facebook, Twitter)

March 2015 – May 2016

North America Media Services Lead
SapientNitro
New York, NY

- Managed a full-service media team across North America and UK
- Delivered and evolved overall media positioning and thought leadership, supporting new business as well as evangelize all media services across the agencies eco-system
- Built, strengthened, and/or maintained relationships with all stakeholders, starting with our clients, but ranging from other agencies to key industry players, products, and services inside and outside of SapientNitro

Aug. 2013 – Sept. 2014

Managing Partner, Group Digital Director (Freelance)
MediaCom
New York, NY

- Digital lead, tasked with developing and delivering upon an overall strategy along with evangelizing and executing/activating the overall Digital vision for all of Subway's initiatives
- Developed POV's and research innovative solutions continually keeping the brand's target audience top of mind and creating more time with Subway while also continually managing KPIs
- Managed workload and processes across internal teams to ensure highest quality product, cross-team collaboration and process efficiencies

Dec. 2012 – May 2013

SVP Managing Director, Digital Integration
ACTIVE International
Pearl River, NY

- Lead all Digital Integration (planning and strategy) within organization supporting each media buying group
- Directed Global Digital Leadership Team across US, Australia, and UK to create efficiencies and global trading opportunities

Sept. 2006 – Dec. 2012

Partner COO JL Media/Founder CEO JL360
Union, New Jersey

- Founded and built from ground up. Starting just as one and grew a staff to over 20 Digital planners and ad ops. Mentoring and building a culture for JL360 as a full-service digital distribution company specializing in reaching consumers at all touch points in the digital world. Touchpoints include mobile, in-game, video, social and display. Specialized in planning beyond the demographics and truly understanding the psychographics of a consumer. This philosophy married with the traditional media of JL Media provided a holistic approach to our clients. Reach, Engage, Results

March 2001 – Sept. 2006

Founder/SVP
Beyond Entertainment
New York, New York

- Established first Youth and Entertainment Digital team for MediaCom
- Managed staff of 20 digital planners
- Created the first multi-million-dollar upfronts for Warner Bros. Theatrical

Dec. 1998 – March 2001

Founder/VP
Grey E. Media
New York, New York

- Founded the first Digital Marketing team for Grey Direct (Division of Grey Worldwide)
- Lead all business development for division