

ANN SIEGEL

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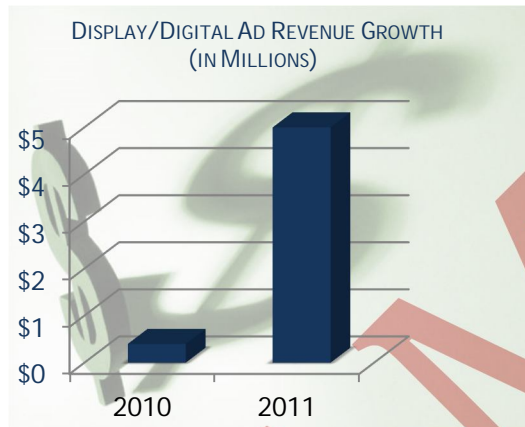
VICE PRESIDENT OF SALES

DIGITAL & TRADITIONAL MEDIA ADVERTISING | ORGANIZATION BUILDING & RESTRUCTURING

Innovative executive and digital media ad sales thought leader with expertise driving traditional and online media ad sales, directing startup and mature sales organizations, building profitable alliances and partnerships, and generating multimillion-dollar revenue growth. Deep multi-platform experience; expert at identifying relevant revenue targets and creating strategies to hunt and close business. Veteran of all online ad sales genres including media publisher websites, ad networks/exchanges, DSPs, audience targeting, display ads, pre-roll video, mobile, social media, political advertising, email, and online audio streaming.

CORE COMPETENCIES

Sales Management, Social Media, Digital Advertising, Startup Operations, Forecasting/Budgeting, Relationship Management, Team Building, Strategic Planning, Market Penetration, Change Management



CAREER HIGHLIGHTS

- Established XXX's presence in the online media community generating \$4.6MM in new revenue.
- Established XXX's social media presence and drove ad revenue to \$1MM in one year.
- Drove \$20MM+ in ad sales for Realtor.com at the height of the economic downturn.

BRAND

Change Agent | Innovator | Thought Leader | Creator

Bachelor of Arts in Advertising, New York University, New York, NY

CROSS-MEDIA ADVERTISING SALES LEADERSHIP EXPERIENCE

XXX, NEW YORK, NY 2011 TO PRESENT
World's leading media representation company

Vice President—Digital Agency Sales

Recruited to grow client website revenues by forging relationships with the ad agencies and media buying depots that controlled digital advertising budgets. Oversee all Digital Agency Sales operations supporting \$18MM in annual ad revenue production. Define enterprise sales strategies, manage media kit/marketing collateral, forge partnerships with adjacent media outlets, train and develop sales personnel, and supervise national sales team creating customized white-label solutions across multiple video, mobile, and web-based platforms. Represent XXX as an industry thought leader in the interactive ad space. Carry \$1.2MM book of business.

- Restructured sales organization and grew display/digital ad revenue 12X in a single year—from \$400K to \$5MM.

Continued...

Vice President—Digital Agency Sales (continued)

- Differentiated XXX by creating a custom entity in comScore (XXX Local Media; 80MM monthly unique visitors), aggregating digital extensions, building additional audience extension channels, expanding service offerings, and positioning XXX as a one-stop local media solution.
- Built digital network of 4000+ local TV and radio websites; unified ad serving systems and CRM systems, comScore entity, and Digital Agency processes.
- Developed XXX trading desk simplifying the complex and fragmented audience buying arena that emerged around real-time bidding platform.

XXX.COM/XXX.COM, NEW YORK, NY 2008 TO 2011

#1 in the online real estate space; selling ad solutions across real estate websites

Senior Director—National Ad Sales & Consumer Media

Recruited to restructure sales department, redefine sales strategies, and drive organizational change. Quickly promoted from East Coast/Midwest region manager to oversee all national sales operations and 11-member national sales team. Reorganized sales pipelines, created sales packages and custom client solutions, approved pricing and sales orders, introduced CRM tools and aggressive sales strategies, and drove team to achieve KPIs and \$20MM annual ad sales target.

- Turned around sales organization by upgrading talent level and building a more productive, aggressive, and ROI-driven team.
- Realigned and clarified sales territories creating a more efficient sales structure; restructured commissions to better reward top sales performance.
- Leveraged Salesforce.com to streamline sales operations, improve decision-making processes, and better manage the enterprise.

XXX.COM, NEW YORK, NY 2007 TO 2008

Social media network catering to independent musicians and musical acts

Vice President—Advertising Sales

Recruited to establish an advertising sales organization to grow and monetize web traffic. Defined sales strategy and organizational plan, created media kits, managed client and agency relationships, launched breakthrough advertising campaigns, and sold customized advertising programs to digital media buyers.

- Built social media revenue from \$0 to \$1MM in first year; landed numerous accounts including XXXX, XX, and XXX.
- Established XXXX as an alternative to online leader XXX; sold company's first mobile program to Palm.

XXXXX, NEW YORK, NY 2006 TO 2007

Sales Manager—Northeast Region

Presided over online travel network's \$2MM+ East Coast territory. Sold advertising/sponsorships across five sites and managed relationships with interactive advertising agencies/digital marketing managers.

- Grew major accounts 50%; grew territory 250% over the first four months of 2007.

XXXX, NEW YORK NY 2006

Director of Sales

- Transformed live theatre online content provider and ticket seller into \$1MM+ ad revenue site.