

HAROLD GREENOFF

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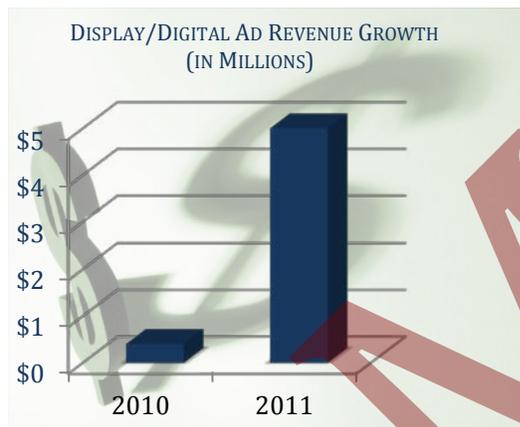
VICE PRESIDENT OF SALES

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 Malico's presence in the online media community generating \$4.6MM in new revenue.

Established Audiotick's social media presence and drove ad revenue to \$1MM in one year.

Drove \$20MM+ in ad sales for GreatRealty.com at the height of the economic downturn.

BRAND

Change Agent | Innovator | Thought Leader | Creator

Bachelor of Arts in Journalism, Maryland College, Columbia, MD

CROSS-MEDIA ADVERTISING SALES LEADERSHIP EXPERIENCE

MALICO CORPORATION, ROCHESTER, NY 2010 TO PRESENT

World's leading media representation company; Showplace subsidiary

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 Malico 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.
- Differentiated Malico by creating a custom entity in comScore (Malico Local Media; 80MM monthly unique visitors), aggregating digital extensions, building additional audience extension channels, expanding service offerings, and positioning Malico as a one-stop local media solution.

Continued...

Vice President—Digital Agency Sales (*continued*)

- Built digital network of 4000+ local TV and radio websites; unified ad serving systems and CRM systems, comScore entity, and Digital Agency processes.
- Developed Malico trading desk simplifying the complex and fragmented audience buying arena that emerged around real-time bidding platform.

GREATREALTY.COM, NEW YORK, NY 2006 TO 2010

#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.

AUDIOTICK.COM, BUFFALO, NY 2004 TO 2006

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 Famous, Triple, and Cane.
- Established AudioTick as an alternative to online leader Tin Music; sold company's first mobile program to Cane.

KANTAN TRAVEL, NEW YORK, NY 2005 TO 2006

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 2006.

GENERATION BOX OFFICE, NEW YORK, NY 2005

Director of Sales

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

RADIO ADVERTISING SALES EXPERIENCE

National Sales Manager (5 Yrs) | Local Sales Manager (3Yrs) | Suburban Marketing Director (3 Yrs)