

Kenton J. Knoepfler

San Francisco, California

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Customer Success Manager

Business Development ▪ Client Relationships ▪ Revenue Growth

Professional Summary:

- Offering 10+ years of progressive achievement in the development and direction of strategic operations and client success initiatives in a diverse range of environments.
- Combines expertise in team building and client support with senior leadership experience to align core business, revenue, and growth goals within long range strategic plans.
- Track record of success managing business development, daily operations, and building iron-clad relationships with stakeholders, enterprise-level accounts, 3rd parties, and C-level executives.
- Adept at hiring, training, leading, and motivating dynamic teams and mentoring emerging leaders. Notable ability to inspire trust and develop talented professionals.

Areas of Expertise:

- Senior Leadership
 - Strategic Planning
 - Business Relationships
 - Advertising Platforms
 - Process Improvements
 - Staff Training & Motivation
 - Sales Team Management
 - Performance Monitoring
 - Client Advocacy
 - Interpersonal Skills
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Professional Experience

Manager - Account Management ▪ June 2017 – June 2018

DoubleVerify | San Francisco, California

Held bottom-line accountability for directing a dynamic account management team and developing strategic plans to enhance the delivery of enterprise solutions for blue-chip advertising clientele. Designed and created methods that maximized efficiencies in areas involving client relations, team building, communications, revenue growth, and process improvements. Devised and implemented operational support strategies based on client feedback, data analysis, and intuitive practices. Conducted client reviews, agency transitions, new account on-boarding. Evaluated performance metrics and KPI's to find new avenues for success and team member improvement.

Selected Accomplishments:

- Achieved 50% YoY growth within established and new accounts by effectively supervising and developing account management team members.
 - Generated \$12M in yearly revenues.
- Won three major client reviews while adding four high-value accounts to the book of business.

Manager - Client Services ▪ February 2016 – January 2017

Rocket Fuel Inc. | San Francisco, California

Applied entrepreneurial spirit, creative drive, and effective leadership skills to oversee a cross-functional team that provided advertising solutions to enterprise-level clients. Guided process improvement activities that enhanced staff efficiency. Trained team members to understand customer-facing technology, build solid relationships, discover project opportunities, and close those projects. Drove consistency and quality for the delivery of support solutions; strengthened the overall policy for operations and worked closely with junior team members by providing constructive feedback.

Selected Accomplishments:

- Spearheaded efforts to establish and strengthen client relations while driving the overall strategy and optimization for major B2B advertisers including Intuit/QuickBooks.
- Effectively guided a technology solution on-boarding project to support a major client (Riot Games) by leveraging their data for programmatic media campaigns.

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Enterprise Account Manager ■ January 2015 – February 2016

Turn Inc. | San Francisco, California

Established and nurtured partnerships with a diverse range of clients. Identified audience planning and media execution needs and recommended best available solutions. Developed excellent professional relationships with key accounts using outstanding interpersonal skills and sound business acumen.

Selected Accomplishments:

- Successfully fended off rival competitors through superior service for a major client.

Platform Strategist ■ May 2012 – November 2014

Sharethrough | San Francisco, California

Orchestrated day-to-day department operations and guided critical tasks that grew awareness and usage for the advertising platform while improving client satisfaction. Provided quality leadership while governing key areas including strategic outreach and management of mobile product experiments. Devised and implemented business strategies, established long-range objectives, and interfaced with cross-functional departments; served as a focal point between sales, campaign management, strategy and product teams.

Selected Accomplishments:

- Received a promotion in December 2013 from Account Manager to Platform Strategist.
- Effectively collaborated with Product teams to leverage customer insights into product features and upgrades.
- Booked over \$100K in business across small scale advertisers
- Championed efforts to single handedly build the business for a nascent self-service ad product.

Communications Planner ■ March 2011 – December 2011

Carat Canada | Toronto, Ontario

Managed efforts to improve and optimize client marketing programs by providing council regarding the implementation of media and digital solutions. Pitched existing and emerging communications opportunities via POVs and quarterly meetings. Supervised client interactions and deliverables while concurrently guiding their communications plans.

Selected Accomplishments:

- Supported the strategic development of the largest to-date corporate branding effort at P&G in the lead up to their award-winning sponsorship of the 2012 London Olympic Games
- Fully accountable for overseeing the Procter & Gamble accounts.
 - Made key contributions that resulted in Gillette enjoying 1% share growth over a six month period.

Additional Experience

Strategic Media Analyst ■ October 2009 – October 2010

Mediastorm | South Norwalk, Connecticut

National Broadcast Buyer ■ October 2006 – January 2009

Zenith Media | New York, New York

Education

Bachelor of Arts in English Literature

The Ohio State University | Columbus, Ohio