

RYAN BOOTH

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BUSINESS GROWTH & PRODUCT STRATEGY

PARTNER MANAGEMENT | BUSINESS DEVELOPMENT | PRODUCT MANAGEMENT | REVENUE GROWTH

- Forward-thinker with a unique blend of business and technical acumen and over 10 years of experience leading and collaborating with cross-functional teams to support successful programs and initiatives in product management, marketing, and business development.
- Foster long-term partnerships and alliances and utilize a comprehensive understanding of innovative marketing strategies and sales channel verticals including eCommerce, high traffic B2B platforms, and website monetization to deliver tangible value and benefits to customers.
- Accomplished in researching and evangelizing the latest technologies and best practices to optimize business and product development processes, resolve challenging problems and increase product quality.
- Ability to enhance enterprise performance, and motivate team members to consistently exceed business objectives and grow sustainable revenue.

AREAS OF EXPERTISE

Cross-functional Team Leadership | Business Development | Revenue Growth | Account Management
Business & Financial Analysis | Staff Management | Market Analysis | Product Management
Website Monetization | Business Plan | eCommerce & B2B | Advertising & Sales | Customer Service
Customer Success | Partnership Management | Mobile/Online/Digital Marketing | SEM | CRM | PPC | SEO
Site/Mobile/Google Analytics | Executive-level Communication | Positioning & Competitive Advantage

PROFESSIONAL EXPERIENCE

Management Consultant | Los Angeles & San Francisco, CA

Independent consulting services on SEM, Product Management, and Marketing Strategy.

INDEPENDENT CONSULTANT | JUN 2013-PRESENT

Assist businesses across a range of industries with business development, program planning, best practice implementation, SEM, marketing strategy and product management. Drive product strategy while identifying gaps to meet demand or differentiate.

- **Secured and interfaced with dozens of businesses & made recommendations** regarding product improvements of existing products as well as competitive new product development to increase revenue.

Partage, Inc. | San Francisco, CA

An innovative peer-to-peer household item sharing application start-up.

CO-FOUNDER & DIRECTOR | OCT 2014-DECEMBER 2016

Conceptualized the idea, co-developed the business plan and oversaw the day-to-day decisions for implementing all short and long-term business planning and objectives.

- **Managed company resources & growth potential** & cultivated strategic partnerships to drive new market opportunities.
- **Secured \$100K in serving from Google** that led to significant savings to run daily operations.
- **Engaged thousands of users to download and test the application** via online outreach, presentations at conferences and community meetings, and door-to-door canvassing.
- **Proactively identified customer needs and analyzed market trends** to position the company on the cutting edge and outpace the competition.
- **Drove transformation of the initial idea into an actual app in the app and play stores** by implementing product development, legal, backend, marketing, and design processes in collaboration with another co-founder and a small team of contracted employees.
- **Led a comprehensive design overhaul with a professional designer**; developed new word and brand marks, brand book, and completely refreshed the several dozen screens of the app within 4 weeks.

AerServ | Newport Beach, CA

A provider of a free mobile SSP and monetization platform that enables mobile publishers to maximize their mobile video ad revenue.

DIRECTOR OF PARTNERSHIPS | MAR 2014-OCT 2014

Built, trained and managed a small team of four employees, supporting account management and business development initiatives. Proactively identified and secured new partnerships. Communicated with clients to evaluate their business requirements and to provide progress reports.

- **Closed deals tripling active partners from 10 to over 30;** with a pipeline approaching 200.
- **Propelled a 50% increase in revenue in the short-term,** reaching ~\$1M per month in revenue, and positioned for long-term growth.
- **Identified and drove dozens of product enhancements,** including ad tracking, dynamic bidding, visual experience that realized greater functionality, partner satisfaction, tracking, and revenue generation.
- **Developed training for employees, defined best practices,** and collateral and mentored performance of team members to achieve established quota consistently. Introduced new initiatives that increased team productivity, employee motivation, and retention.

Yahoo! | Los Angeles, CA

The highest read news and media website, with over 7 billion views per month; and one of the most visited websites globally.

SENIOR ACCOUNT MANAGER/PRODUCT MANAGER – GLOBAL PARTNERSHIPS | APR 2010-JUN 2013

Managed customer accounts across a range of industries that included Mobile, DSPs, ISPs, large content networks, and device makers. Fostered strategic partnerships and directed a book of business worth over \$50M per year.

- **Spearheaded Yahoo! Partner Insights** to manage Yahoo!'s \$1B+ internal and external partner network.
- **Fostered high-level client communication, product optimization,** and performance tracking, achieving revenue increases of \$20M per year.
- **Influenced and drove revamping of numerous Yahoo! properties** that significantly increased page views, monetization and user satisfaction.
- **Led a cross-functional team of engineers, designers, and lawyers** to rapidly create and modify existing products within a fast-paced, deadline-driven environment.

Google | Irvine, CA & Santa Monica, CA

Technology company specializing in Internet-related services and products that include search, online advertising technologies, cloud computing, and software.

ACCOUNT COORDINATOR – AUTOMOTIVE VERTICAL | APR 2007-AUG 2009

Planned and implemented advertising programs on Adwords, Google's Display Network, YouTube, TV, and Mobile. Conducted Product development with YouTube, Adwords, and internal tools to improve products, revenue and efficiency in compliance with corporate advertising policies.

- **Delivered presentations to clients that promoted sales** and maintained long-term business relationships, leading to \$10M per year in increased revenues.
- **Managed daily executive level communication with major automakers** including Toyota, Lexus, Honda, and Hyundai.
- **Facilitated decision making by management** by compiling in-depth team revenue weekly reports.

LDS Church | Toronto, Ontario, Canada

Volunteer humanitarian organization.

ZONE LEADER, ENGLISH TEACHER, MISSIONARY | DEC 2003-DEC 2005

Lead community improvement projects, organized and taught ESL classes

- **Supervised and trained 20 direct reports,** with responsibilities extending across 150 volunteers in total
- **Reduced costs and improved quality** by reevaluating material sources
- **Mastered concepts of goal setting and planning**

EDUCATION

B.A. IN ECONOMICS WITH HONORS & MANAGEMENT MINOR (2007)

UNIVERSITY OF CALIFORNIA, IRVINE