# Richard Welch

## Agency & Advertiser Partnerships | Programmatic Revenue

9087639069 Rick@DigitallySavvy.co linkedin.com/in/RickWelch New York, NY



## EXPERIENCE

### Co-Founder / GTM & Revenue Advisor
Digitally Savvy 10/2022 - Present NY, FL
www.DigitallySavvy.co

*Founder-side fractional GTM & commercialization platform*

- Build advertiser and agency account plans for retail media partners
- Develop prospecting, CRM and advertiser outreach systems
- Minerva: AI/data POCs; Queen.One: U.S. ICP & relaunch plan
- Western Union (RMN): direct/holdco; InMobi/Verve: agency; Affle: CTV DSP

### Chief Commercial Officer
RevContent 10/2021 - 10/2022 Miami, FL
www.RevContent.com

*RevContent is a content recommendation & native advertising platform*

- Hired by PE sponsor to own global commercial strategy for an ~$80MM platform; reported to CEO
- Led ~40-person global organization across publisher, advertiser, client services & programmatic sales
- Defined deal structures and partner strategy for complex enterprise negotiations

### VP & GM, AdTech Revenue 2018–2021
### Director, Programmatic Sales 2016–2018
Flipboard 10/2016 - 10/2021 New York, NY
www.Flipboard.com

*Flipboard is a mobile application used for curating & consuming content*

- Grew programmatic revenue $2MM–$35MM annually (~97% STR)
- Scaled DSP/SSP and agency partnerships for premium mobile inventory
- Connected advertiser needs to product, data and measurement priorities
- Built/led 3-person Americas + UK/EU team; reported to CRO/CEO

### Executive Director, Programmatic Revenue
Condé Nast 08/2013 - 12/2015 New York, NY
www.CondeNast.com

*CNMG produces some of the world's leading media brands incl. Vogue, GQ, New Yorker, Vanity Fair, Wired & more*

- Built CNMG's programmatic function & six-person sales/ops team
- Selected SSP/DMP partners with Product, Engineering & Ops
- Translated retail/CPG advertiser needs into sales playbooks
- Built DSP/agency partnerships for premium inventory and beauty/CPG brands
- Represented CNMG at IAB, 212 and industry events

### Sales Director, Data & Agency Partnerships
Datalogix (acq. by Oracle) 04/2010 - 08/2013 Denver, CO
Oracle.com

*Datalogix linked offline purchases to digital advertising for CPG and retail brands via targeting & measurement*

- First agency-facing hire; promoted twice in ~3 years
- Built DSP/trading-desk data licensing, audience activation & measurement from $0 to $10MM+
- Built & led team of eight

## EDUCATION

**B.S., Business Administration**
Susquehanna University
2002–2005 · GPA 3.58 / 4.0

**Minor: Marketing & Advertising**
Susquehanna University

## CERTIFICATION

**Sales Leadership**
Internet Advertising Bureau (IAB)

**European Business (GPA 3.7/4.0)**
Birkbeck, University of London

**Google Ads: Display, Video & Apps**

Introduction to AI

## RECENT PRESS (INQUIRE FOR MORE)

Top 3 Advertising Predictions for 2022

Condé Nast: Programmatic as a Cross-Selling Opportunity

## KEY ACHIEVEMENTS

**Built markets from zero**
*$0–$10MM+ at Datalogix; $2MM–$35MM (peak) at Flipboard*

**Founder-side GTM builder**
*ICPs, positioning, POCs, playbooks & founder-led revenue programs*

**Technical-to-commercial translator**
*AI/data, identity, privacy & programmatic infrastructure*

## ADDITIONAL SKILLS

0-to-1 GTM, ICP & Positioning, Founder-led Selling, Technical Discovery, AI & Data Products, Enterprise POCs, GTM Stack Automation, CRM & Enrichment, Product Feedback Loops, Platform Strategy, Programmatic Infrastructure, Identity, Privacy & Compliance, Partnerships, Cross-functional Leadership