Theme: Revenue strategy. Partner ecosystems.

Selected interviews and speaking appearances on growing publisher revenue, developing demand partnerships, and protecting the consumer experience.

ADEXCHANGER / FLIPBOARD / JUNE 26, 2019

Flipboard's Programmatic Mantra: "Make Money, Maintain Quality"

An interview on premium mobile revenue, private marketplaces and coordinating programmatic with direct sales.

"The CPMs are higher, there's higher yield and higher-quality ads." — Rick Welch

Relevance to Victory+: Connect partner economics, revenue quality and accountable execution.

ADMONSTERS / FLIPBOARD / AUGUST 1, 2018

Skipping the SDK in Mobile In-App

Native monetization with TripleLift, balancing demand access, integration work and app performance.

"As a consumer product, we're maniacally focused on the end user experience." — Rick Welch

Relevance to Victory+: Weigh vendor access, integration effort and the customer experience.



INMOBI + ADWEEK / FLIPBOARD / AUGUST 25, 2021

Mobile Addressability in an iOS 14.5 World

A publisher discussion of mobile identity, privacy changes and app monetization.

Relevance to Victory+: Turn technology shifts into practical partner decisions.

Theme: Technology decisions. Commercial execution.

Premium publishing experience, followed by newer conversations on audience data, media partnerships, and advertising that earns its place in the experience.

THE DRUM / CONDÉ NAST / MARCH 26, 2014

How Conde Nast treats programmatic advertising as a cross-selling opportunity

Coverage of my Berlin session on making programmatic a cross-selling opportunity within an established sales organization.

“There’s no way we are eliminating our sales teams.” — Rick Welch

Relevance to Victory+: Make new capabilities work alongside the commercial team.



ADMONSTERS / WESTERN UNION / AUGUST 23, 2024

PubForum Boston: Three Emerging Themes Redefining Revenue’s Future

At PubForum Boston, I discussed connecting Western Union’s audience data and retail screen network into cohesive advertiser packages.

Relevance to Victory+: Connect audience assets, distribution and partner value.



ADVERTISING WEEK NEW YORK / OCTOBER 7, 2025

Spill the Tea with TiVo: Why Great Advertising Is Actually Great Content

A panel with leaders from TiVo, KERV.ai and Spark Foundry.

Open source →

Also: Danish Media Association conference, 2014: my Condé Nast presentation →

Headlines and images link to sources. Quotations are attributed excerpts.