

Ari Sterenson

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PROFESSIONAL SUMMARY

Dynamic leader with over a decade of experience in account management and business development, specializing in driving revenue growth and operational efficiency. Recognized for building strong client relationships and implementing scalable processes that enhance productivity. Skilled at leveraging data-driven insights to identify opportunities, forge strategic partnerships, and deliver innovative solutions. Committed to empowering teams and fostering collaboration to achieve measurable business success.

EXPERIENCE

Minute Media

Media and technology company that owns and operates brands like The Players Tribune and Sports Illustrated. Minute Media also has proprietary programmatic advertising technology that is utilized by third party digital publishers.

VP of Accounts

February 2023 – April 2024

New York City (Remote)

- Mentored and coached a team of four account managers, building their skills in upselling, revenue optimization, and relationship management, consistently surpassing expectations.
- Redesigned the partner onboarding process, improving efficiency by 70% and creating a scalable framework to support client success.
- Launched and enhanced Minute Media's SSP Ad Product and Amazon Publisher Services integrations, developing processes to ensure seamless implementation and long-term delivery.
- Accelerated revenue issue identification and resolution times by 80%, through collaboration with the business intelligence team to implement a real-time alerting system.
- Spearheaded the development and scaling of automated reporting tools, reducing client reporting inquiries by 75% and improving operational transparency.
- Resolved a \$100K client discrepancy with Townsquare Media by implementing innovative solutions to address revenue challenges and rebuild trust, resulting in a profitable long-term partnership.
- Leveraged market insights and industry relationships to increase yield and revenue by 50% for key accounts, including Cox Media Group, USA Today, and Ziff Davis.

Account Director

January 2022 – February 2023

New York City (Remote)

- Scaled account value and portfolio reach across numerous business areas by illustrating the impact of leveraging additional technologies to ensure seamless multi-platform implementation.
- Utilized experience in revenue optimization to streamline supply paths and regularly analyze performance metrics like, CPM, viewability, fill rate, and bid rate to identify areas for improvement.
- Surpassed revenue targets, generating ~\$7MM in quarterly revenue through upselling and improving account effectiveness.
- Worked closely with legal and finance teams to design a streamlined monthly client payment process, improving operations and on time client payments by 80%.
- Renegotiated a revenue deal with Independent.co.uk, transforming a monthly net loss into a monthly net profit through a strategic shift to a revenue share model.

Static Media (ZergNet)

ZergNet is the leading editorial recommendations platform on the internet. Delivering only the highest quality content recommendations and providing 100% pure editorial content.

Senior Director, Business Development

June 2019 – August 2021

New York City (Remote)

- Outperformed business development targets by an average of 30%, increasing traffic from existing websites as well as adding new websites to the network.

- Partnered across editorial, product, and operations teams to ensure success in our network for clients like PageSix, PSU.com, and Decider.com by promoting their content and growing their audience.
- Attended and hosted industry events establishing the company as a legitimate competitor in the space.

Director, Publisher Development

July 2018 – June 2019
New York City

- Grew publisher network by 100%, driving significant growth and enhancing the company's market presence.
- Pioneered and implemented scalable sales and onboarding processes as the first Publisher Development Director hire, enhancing capacity for organizational expansion.
- Built strong industry relationships, earning credibility as a leader in the advertising technology ecosystem.

Insticator Inc.

Advertising technology company that utilizes interactive ad units like polls and trivia to increase ad revenue, while getting to know your audience through these interactions.

Director, Account Management & Business Development

January 2018 – June 2018
New York City

- Led end-to-end sales efforts, increasing overall revenue by 70% through strategic pipeline management, implementing sales and account management benchmarks, targeted outreach and client engagement cadences.
- Mentored and developed a team of three Account Managers and two Sales Development Representatives over two years, strengthening team capabilities and client services.
- Collaborated cross-functionally with engineering and product teams to drive new product development, UX optimization, and updates informed by customer insights and data-driven research.

Senior Business Development Executive

September 2016 – December 2017
New York City

- Implemented and optimized HubSpot and Salesforce CRMs, enhancing client engagement and improving organizational effectiveness, with clean usable data.
- Continued to innovate sales strategy and diversify offerings landing a direct sponsorship deal with SportingNews.com and Hankook Tires.

Publisher Development Executive

June 2015 – September 2016
New York City

- Drove 300% company growth by securing new business opportunities, creating demand for increased headcount to support expansion.
- Demonstrated adaptability and initiative as an early-stage employee, solving complex challenges and implementing solutions with minimal oversight to drive company success.

Viacom (Paramount)

Client Services Representative, Digital Ad Sales Campaign Management

December 2013 – June 2015
New York City

- Delivered over \$9MM in revenue by managing the end-to-end execution of large-scale digital ad campaigns for clients such as AT&T and Johnson & Johnson.
- Developed compelling pitch and wrap decks for key clients and events, driving engagement and showcasing results for brands like AT&T, Johnson & Johnson, SNHU, and Bose.
- Partnered with leading agency partners including GroupM, WPP, MindShare, Mediacom, and PHD.

EDUCATION

Bachelor of Political Science / University of Kansas, Lawrence, KS

Graduated May, 2013

Bachelor of Global & International Studies / University of Kansas / Lawrence, KS

Graduated May, 2013

Middle Eastern Culture, Politics and Relations / Hebrew University / Jerusalem, Israel

Sept. 2008 - Feb. 2009

INTERESTS

Golf - Skiing - Art - Espresso Martinis - AI Tools