

ALBERT CHAN

Senior Ads Revenue Leader | AI Commercialization | Agency, Platform & Investor Partnerships

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PROFILE

Senior ads revenue and AI commercialization leader with 22+ years driving growth across Meta, Google, P&G, and AI companies. Managed Meta's \$30B+ North America advertiser revenue book through onshore and offshore BPO sales channel and led \$6B+ across Google markets and advertising verticals. Oversaw agency, platform, and investor partnerships, including Meta's U.S. agency vertical and PE/VC relationships, Publicis agency teams, and Google's first global joint business partnership with eBay. Built and scaled commercial organizations across SMB, enterprise, eCommerce, retail, YouTube, and AI platforms. Now President and Chief AI Officer at Rowland AI, leading enterprise commercialization and production AI deployments built on OpenAI and Claude APIs.

EXPERIENCE

ROWLAND AI | President and Chief AI Officer, Seattle, WA | 2026-Present

Run commercial operations and AI execution for an enterprise AI company serving land and energy clients.

- Own the full sales cycle for a consumption-based AI platform, signing 3 enterprise pilots and converting 100% to production deployments within the first 3 months.
- Lead customer discovery, business-case development, pricing, and executive alignment for AI agent deployments, translating complex workflows into measurable outcomes and expansion opportunities.
- Build the company's LLM stack and agent workflows on OpenAI and Claude APIs, including evaluations, tool integrations, and guardrails across 20+ use cases.
- Partner with the CEO on product direction, pricing, data partnerships, and growth opportunities that expand the company's addressable market.

META | North America Sales Director, Small Business Group, Seattle, WA | 2022-2026

Managed Meta's \$30B+ North America advertiser revenue book through the BPO sales channel, directing five onshore / offshore vendor partners and 400 sellers who served 100K+ active advertisers.

- Delivered 30% year-over-year revenue growth and 105% quota attainment through disciplined pipeline generation, forecasting, deal inspection, account planning, and performance coaching.
- Owned Meta's U.S. agency vertical, the organization's second-largest program, and led partnerships with PE and VC firms to increase advertiser acquisition, growth, and platform adoption across their portfolio companies.
- Founded Meta's first SMB Advisory Group and annual Advertiser Summit, connecting Product, Marketing, and Data Science with 200+ leading advertisers to gather feedback and improve retention and expansion.
- Deployed AI sales tooling across incubator teams, increasing advertiser performance by 20% and reducing seller onboarding time by 15%.
- Awards: Global SMB Manager of the Year, Global Customer MVP, and 100% manager feedback scores.

TICKR | Chief Revenue Officer, San Francisco, CA | 2021-2022

Served as the first CRO of a venture-backed enterprise AI company and built its commercial organization and operating system.

- Grew ARR from \$4M to \$11M in under 12 months by refining the company's positioning, ideal customer profile, demand-generation strategy, and enterprise expansion motion.
- Expanded qualified pipeline from fewer than 10 to more than 200 active opportunities through CRM discipline, forecasting rigor, and structured account development.
- Scaled the revenue organization from 5 to 50 employees across sales, account management, customer success, alliances, and marketing.
- Owned revenue targets, P&L, and board reporting, aligning pricing, investment, customer success, and expansion plans with company growth milestones.

GOOGLE | Country Head, Japan & Korea, Product and Sales Activation, San Francisco, CA | 2020-2021

Led the Japan and Korea Google Product and Sales Activation (PSA) team in GCS, partnering with gTech, Marketing, Revenue Strategy and Operations, and advertising agencies to execute growth priorities across markets representing \$6B+ in annual revenue.

- Grew Japan to more than \$5B in annual revenue, up 25% year over year, by developing scaled advertiser solutions and aligning cross-functional teams around customer marketing objectives.
- Accelerated Korea by 60% year over year across a \$1B YouTube business, capturing Google's largest global YouTube market share and displacing incumbent market leader Naver.
- Awards: Google Diversity Award for founding the Asian@ Sales employee resource group, which grew to 1,000 members.

EXPERIENCE (CONTINUED)

GOOGLE | Head of Industry, North America eCommerce & Retail, San Francisco, CA | 2014-2020

Led Large Customer Sales enterprise and SMB advertising strategy across eBay, Instacart, and Fanatics while partnering with Publicis agency teams on advertiser growth, measurement, and executive alignment.

- Grew North America eCommerce and Retail advertising revenue from \$140M to \$410M in 2 years by hiring and developing sales talent and expanding performance marketing programs.
- Built the business case and signed Google's first global joint business partnership with eBay, doubling Marketplace revenue to more than \$300M through executive alignment and joint growth planning.
- Led 2 CPG SMB teams serving 120 clients, contributing 55% of vertical growth through sales operations, territory planning, quota optimization, and go-to-market execution.
- Awards: 2x Top Sales Leader Gold Award, placing in the top 1% of Google's U.S. sales organization.

PROCTER & GAMBLE | Director, Customer Business Development, Cincinnati, OH | 2004-2014

Led national sales, digital commerce, P&L ownership, and joint business planning across P&G's largest retail and platform partners.

- Delivered the fastest North America revenue growth in Beauty Care, managing \$265M in revenue and a \$75M P&L through product launches and omnichannel sales execution.
- Initiated Olay Skin Care's first North America direct-to-consumer program and developed custom programs with Amazon, Walmart, Target, Costco, and Walgreens.
- Doubled the Family Care business at Kroger through customized products and merchandising and developed a \$500M incremental revenue opportunity with a projected 3:1 return on investment.

ADVISORY & TEACHING

- Author of Mastering Generative AI: Practical Strategies for Sales and Marketing Success.
- Teach generative and agentic AI application frameworks to more than 1,000 business leaders and students annually through the University of Washington Bothell and ELVTR.
- Advise AugiHealth and New Classrooms on sales execution, customer growth, and AI integration.

EDUCATION

HARVARD BUSINESS SCHOOL | Executive Program for Leadership Development (PLDA), 2020-2021 | HBS Alumnus

INDIANA UNIVERSITY | B.S., Marketing and International Studies, Bloomington, IN, 2001-2004