

ANDREW RANSOM

719.651.3923 | rans2390@gmail.com | Denver, CO | [linkedin.com/in/ransomandrew](https://www.linkedin.com/in/ransomandrew)

SENIOR PRODUCT LEADER | ADTECH & DIGITAL PLATFORMS

Results-driven product management leader with **extensive experience in AdTech, programmatic advertising, and digital platforms**. Proven track record in building and scaling programmatic platforms, optimizing media trading operations, and driving product innovation. Adept at **bridging technical development with business strategy**, leading cross-functional teams, and delivering measurable revenue impact. Seeking a **leadership role in product management** to drive product growth and innovation in the tech industry.

Product Strategy & Development | AdTech & Programmatic Advertising | Data-Driven Decision Making & Analytics
Monetization & Revenue Growth | Customer & Market Research | Go-To-Market Strategy
Cross-Functional Leadership | Agile & Scrum Development | Stakeholder & Executive Communication

WORK EXPERIENCE

SmartMedia Technologies | Denver, Colorado

April 2022 – Present

SmartMedia Technologies (SMT) is a marketing technology company leveraging proprietary web3, advertising, and reporting platforms to support the digital marketing effort of brands and agencies.

Director of Programmatic, TRADR

April 2024 – Present

Led product strategy and development for TRADR DSP, a proprietary programmatic advertising platform generating \$35M+ in annual revenue. Oversaw global media trading, platform innovation, and sales engineering to drive platform adoption and profitability.

- **Led full product lifecycle** for TRADR DSP, from research and roadmap development to launch and ongoing enhancements.
- **Spearheaded the vision and strategy for an AI chat agent** that enables users to interact with TRADR data using **natural language processing (NLP)**, reducing **manual data analysis time for traders and client services teams**.
- Designed and executed **TRADR's 2024 political operations initiative**, driving **\$15M in incremental revenue** through strategic feature development and optimization.
- **Reduced projected COGS by 25%** through outsourcing trafficking and optimization workflows.
- Negotiated partnerships with inventory providers, driving **15–30% margin improvements** through revenue-sharing agreements.

Head of Trading & Senior Product Manager, TRADR

April 2023 – March 2024

Directed all global trading operations while serving as a product manager for DSP feature development and enhancement.

- **Led the development of a DSP forecasting tool**, enabling users to predict **estimated impressions, CPM, budget, and frequency** based on key targeting inputs, improving **campaign planning accuracy and efficiency**.
- **Designed and implemented a machine-learning-powered predictive clearing model**, optimizing bid efficiency in **first-price auctions**, reducing overpayment, and improving **return on ad spend (ROAS)** for advertisers.
- Spearheaded **Google Privacy Sandbox development**, making TRADR **the 2nd DSP to serve impressions in a cookieless Chrome environment**.
- Designed **ARIMA-based forecasting models**, optimizing inventory supply and reducing **annual media costs by 11.5%**.
- Led the vision and execution of features that contributed to **\$12.25M in platform revenue growth**.

Programmatic Lead, TRADR

April 2022 – March 2023

Managed global trading operations for SMT's managed service partners, overseeing execution and strategy.

- Built **operational best practices and training programs** for a 5-person managed service team handling **\$7.5M+ in annual media spend**.
- Facilitated **\$2.1M in SaaS licensing sales** by driving TRADR DSP adoption, leading sales training, and developing collateral.
- Led **launch of the first Web3-enabled DSP**, driving **1M+ wallet installs and 10M+ token engagements**.

ANDREW RANSOM

719.651.3923 | rans2390@gmail.com | Denver, CO | [linkedin.com/in/ransomandrew](https://www.linkedin.com/in/ransomandrew)

Adtaxi | Denver, Colorado

October 2017 – March 2022

Team Lead for Programmatic Operations & Product Strategy

October 2020 – March 2022

Managed a **team of 10 campaign managers**, overseeing **\$50M in annual media budget** and driving **product innovations** in media trading operations.

- Won **2021 AdExchanger Award** for **Best Overall Use of Programmatic in a Marketing Campaign**.
- Led **modernization of Adtaxi's proprietary media templates**, reducing campaign build time by **17%** and optimizing efficiency.
- Collaborated with **engineering and data science teams** to refine **automated bidding models** for improved **campaign performance**.

Senior Strategic Accounts Campaign Manager

October 2017 – October 2020

- Led programmatic strategy for major clients including **Volvo, 2nd Swing Golf, and Bradshaw Home**.
- Managed **\$25M+ in programmatic spend**, optimizing cross-channel media strategies.
- Published a **thought leadership article** on **data privacy and ad personalization** in DigitalCommerce360.

Berman and Company | Washington, D.C

June 2015 – September 2017

Digital Marketing Director

- Led a **4-person digital marketing team**, overseeing **\$15M+ in media investment** across **programmatic, search, and social**.
- Managed **\$10M+ in digital advertising**, leveraging **The Trade Desk, Google Ads, and Meta Ads**.

EARLY EXPERIENCE IN DIGITAL MARKETING & POLITICAL ADVERTISING

Roles at **The RNC, SurgeRED, Harden Global** included **executing digital advertising strategies for Super PACs and political campaigns**. In these positions, I managed **multimillion-dollar ad budgets**, and provided strategic guidance on **media planning, targeting, and performance optimizations**.

EDUCATION

Indiana University, Kelley School of Business, Bloomington, IN

August 2024

Master of Business Administration (May 2024)

Master of Science in Marketing (August 2024)

University of Northern Colorado, Greeley, CO

August 2012

Bachelor of Science in Chemistry

TECHNICAL SKILLS

AdTech & DSPs: The Trade Desk, TRADR DSP, DV360, Google Ads, Meta Ads, Snapchat Ads, LinkedIn Ads

Analytics & Data Science: SQL, Tableau, SPSS, R Studio, Google Tag Manager, Google Analytics

Product Management: Asana, Jira, Basecamp

Development & Automation: JavaScript, Google Scripts, API Integrations

ADDITIONAL INFORMATION

Guest Lecturer: "Advertising and Promotions Management," Indiana University, Kelley School of Business

Passions: Fly Fishing, The Outdoors, Colorado Sports, Fatherhood