

LUC DUMONT

dumont@gmail.com | San Francisco Bay Area, United States | +1 650 600 2195
www.ldumont.com | www.linkedin.com/in/lucdumont | American and French citizen

PROFILE & STRENGTHS

Visionary business leader with 25+ years of experience driving growth and innovation in digital advertising, streaming media, and platform ecosystems. Proven ability to scale businesses from startup to exit, managing \$500M+ in advertising revenue and leading multiple high-value acquisitions (\$2B, \$300M). Expertise in forging strategic partnerships with TV OEMs, PayTV operators, and digital platforms to expand distribution, accelerate revenue, and shape industry trends. Adept at building and leading high-performing global teams, navigating complex ecosystems, and transforming emerging opportunities into scalable, revenue-generating strategies across buy-side and sell-side markets.

GALLUP CLIFTON STRENGTHS (2024): 1. Strategic | 2. Achiever | 3. Individualization | 4. Relator | 5. Self-assurance | 6. Analytical | 7. Arranger | 8. Learner | 9. Significance | 10. Futuristic

EMPLOYMENT

Sr. Vice President, Business Development

MADHIVE, Mountain View, CA | Nov 2021 – Present

Connected Television (CTV) / advertising workflow platform: DSP/SSP/DMP / Local Advertising

- Built and lead inventory partnerships team managing \$xxxM annual budget, securing premium supply integrations with TV broadcasters, TV and OTT OEMs, FAST (incl Google Freeplay), vMVPDs, carriers.
- Support Linear TV Clients at C-Level including FOX, Hearst, Scripps, Nexstar, Spectrum and other broadcasters
- Launched and scaled Data Marketplace to \$xxM annual revenue through strategic partnerships with industry leaders (Experian, TransUnion, Samba TV, TiVo...), including development of proprietary household identity graph
- Drove operational efficiency through supply optimization and verification partnerships, delivering multi-million dollar annual savings
- Established comprehensive measurement framework through integrations with Upwave, InMarket, Inscope and Affinity Solutions, enhancing campaign performance validation
- Supported the acquisition of Frequence, expanding omni-channel capabilities across email, search, display, audio, DOOH, and social.
- Key contributor to company's strategic growth, culminating in \$300M investment from Goldman Sachs

Sr. Vice President, Business & Corporate Development

LOOPME | San Francisco, CA | Oct 2017 – Aug 2021

AI-based video adtech platform: DSP/Exchange/DMP & Measurement

- Drove 10X revenue growth through strategic partnerships with Unity Technologies, Spotify, and AppLovin, while developing enterprise and self-serve product offerings

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- Enabled brands to close the loop on advertising ROI across traditional mobile environments, including gaming apps, through full-funnel attribution and performance insights
- Led go-to-market strategy including product positioning, pricing, and partnership development for enterprise and self-serve platforms
- Partnered with CEO and CFO to secure \$17M funding round, leading investor presentations and due diligence process

Chief Operating Officer

ORAH, Santa Clara, CA | Jan 2016 – Aug 2017

Livestreaming Video software

- Scaled VR video livestreaming business through partnerships with tech leaders (Google and YouTube, Meta) and strategic customers (NASA, Intel, Apple, Snap, Twitter), while leading product, go-to-market teams and all corporate functions (Finance, HR, Marketing, and PR)
- Secured \$4M funding round to accelerate product development and market expansion

SVP International to EVP Corporate Development

DAILYMOTION | Paris, France and Palo Alto, CA | Jan 2008 – Jan 2016

Advertising supported OTT/CTV video streaming platform

- Built, led, and mentored a high-performing, internationally distributed team of 50, scaling global operations to 30 countries, growing monthly active users from 30M to 300M and driving ad revenue to \$xxxM (50% of company revenue)
- Managed international content licensing, securing high-impact deals with Viacom, Warner, Sony Music, BBC, Hulu, and more
- Led strategic partnerships with global platforms (Microsoft Xbox, Samsung, Roku, Amazon) and telecom operators (Orange, Telecom Italia), while building and managing international team of 50
- Key contributor to Dailymotion's \$300M acquisition by VIVENDI

Director, International Business Operations & Strategy

YAHOO! | London, UK and Sunnyvale, CA | Jan 2003 – Dec 2007

Community / Social Products Mail, Messenger, Photos, Flickr

- Directed finance, planning, and reporting for Yahoo!'s European community products, generating over \$100M in revenue
- Relocated to the US headquarters to drive the global roadmap, playing a key role in launching Yahoo! Answers, which reached 300M MAUs

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Finance, Corporate Development & Country Management

QXL RICARDO | London, UK | Sep 1999 – Jan 2003

E-commerce marketplace

- Scaled the company from a 40-person startup to a 1,300+ employee public company and supported dual IPOs (LSE and Nasdaq)
- Participated in over 10 M&A processes, culminating in a successful \$2B dollar acquisition by Naspers.
- Managed reporting, planning, forecasting, and modeling

Finance Manager

HAVAS MEDIA COMMUNICATIONS | London, UK and New York, NY | Sep 1996 – Sep 1999

Outdoor advertising

- Led reporting, planning, and operational efficiency improvements through streamlined data flows and robust analytics.

EDUCATION & LEADERSHIP

- **Master of Business Administration** from EDHEC Business School (1996) – Ranked best MSc Finance by the FT in 2017
- **Executive Education**, Stanford University (2014) – Focus on Corporate Finance/Mergers & Acquisitions
- Proficient in SQL, Google's BigQuery, skilled in data visualization with Google's Looker (including now Conversational Analytics) and Tableau; expert in MS Excel, Google Sheets, PowerPoint, and Google Slides
- Formerly on developer and customer boards (**Facebook, Adobe**) Currently on the **Human** Customer Board
- Frequent industry spokesperson and panel moderator
- Investor since 2015 in **HerculesAI** (Los Gatos), a generative AI company that deploys large language models securely within legal enterprises.
- Investor since 2024 in **VICA AI** (Los Angeles), a creative agency that leverages generative AI and programmatic technology to produce cinematic-quality advertisements for local businesses, streamlining production and optimizing media placement
- Dual **American** and **French** citizenship
- Fluent in English and French; intermediate in Italian and German
- International experience: 50% in the US, 40% in the UK, 10% in France
- Open to in-office, hybrid (San Francisco Bay Area), or fully remote roles