


## LUC DUMONT

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US and French dual citizenship

Business driven leader with international career contributing to the media landscape revolution, and collision between traditional and modern advertising. Bring hands-on experience across management, business development and operations at startups, scaleups and public companies.

## PROFESSIONAL EXPERIENCE

**MADHIVE** (Connected TV / video adtech platform: DSP/SSP/DMP)

2021 - now

**SVP BUSINESS DEVELOPMENT**, San Francisco, California

- Grow omni channel / omni platform supply to help TV stations accelerate their transformation from Traditional to Modern Television (CTV)
- Attract more clients like Tegna, E.W Scripps, FOX, Univision on Madhive's enterprise platform and help them better deploy their ad spend
- Built the supply function: hired team and manage ~\$xxx million annual budget for supply acquisition, with companies like Disney, Paramount, Warner Discovery, Samsung etc.. and SSPs. Madhive is now connected to all major TV Programmers and CTV Publishers
- Envisioned and rolled out supply volume discount programs driving over \$x million per annum savings for the Madhive
- Build new data partnerships to help self-serve clients better target consumers, measure performance and ensure safety/viewability
- Signed TransUnion to validate Madhive's household graph and enrich its owned and operated identity graph
- Onboarded measurement solutions including SaaS data feed for foot traffic, CTV to Mobile download, Brand Lift, and offline sales attribution

**LOOPME** (video adtech platform: DSP/Exchange/DMP & Measurement)

2017 - 2021

**SVP BUSINESS & CORPORATE DEVELOPMENT**, San Francisco, California

- Defined go-to-market strategy for enterprise/self-serve, based on existing company assets and market needs
- Built enterprise offering working closely with CTO office: ad products incl measurement, SSP, DMP, DSP, audience network solutions
- Defined pricing liaising with CFO team. Set playbook, built pipeline and reached out. Hired BD team and signed partners including Unity Technologies, Hulu, Megaphone (acq by Spotify), AppLovin, Vungle, IronSource, Mopub, Pixability, ITN Networks, Clear Channel, Talon. Delivered 2020 net revenues 200% over budget, up x10 vs 2019 with positive EBITDA
- Negotiated data partnerships (incl geoloc, shopping, credit cards) to help brands solve attribution and in-flight optimization
- Partnered with CEO and CFO for fundraising, meeting with and presenting to VCs, PEs, and Corp VC resulting in \$17 million round

**ORAH** (video solutions for AR/VR livestreaming)

2016 - 2017

**CHIEF OPERATING OFFICER**, Santa Clara, California

- Managed all non-engineering teams, set strategy, and obtained sign-off from Board of Directors for execution and go-to-market
- Lead global sales and client services for partners like Apple, Google, Snap, Twitter, Facebook, NASA, and many other customers
- Launched product integration with all major distribution and social platforms (YouTube, Facebook, Twitter...)
- Partnered with CEO for fundraising, meeting with and presenting to VCs, PEs, and Corp VC resulting in \$4 million

**DAILYMOTION** (OTT video streaming platform)

2008 - 2016

**SVP INTERNATIONAL to EVP CORPORATE DEVELOPMENT**, Paris, France and Palo Alto, California

- Lead the strategic vision and go-to-market execution to grow Dailymotion internationally (audience, content, revenues)
- Hired and inspired team, launched 30 new countries, incl prioritization, localization, and internationalization
- Lead INTL content acquisition team, signing licensing partnerships with indie creators, music labels, broadcasters, news agencies ...
- Accelerated international revenues from 0 in 2008 to weight 50+% of the total \$xxx million ad sales by 2015, via direct and programmatic
- Negotiated and managed complex alliances and partnerships to accelerate user growth (Microsoft Xbox, Samsung, Roku, Amazon, Apple TV, Playstation, Telecom Italia, Orange....). Dailymotion's user base grew from 30 million to 300+ million MAUs, driven by International
- Deployed Dailymotion Gaming across multiple countries, driving 15 million monthly unique users and hundreds of million video views
- Partnered with CEO and CFO for fundraising, M&A and exit to Vivendi (UMUSIC, Canal Plus etc...) for \$300 million

**YAHOO!** (Community/Social Products Mail, Messenger, Photos, Flickr)

2004 - 2008

**DIRECTOR INTERNATIONAL BUSINESS OPERATIONS AND STRATEGY**, London, UK and Sunnyvale, California

- Lead finance budgeting, and 3YR planning, and reporting for Y! community/social products: nonfinancial (incl audience, engagement), financial metrics, and advertising KPIs (supply, CPM, yield...) in a matrixed organization
- Transitioned to HQ to facilitate global roadmap and priorities. Contributed to the launch of Yahoo! Answers, driving 300 million MAUs

**QXL RICARDO** (e-commerce marketplace)

1999 - 2003

**FINANCE, CORPORATE DEVELOPMENT, COUNTRY MANAGEMENT**, London, UK

- Managed growth from a 40 people startup to a 1,300+ employee public company: reporting, planning, forecasting, modeling
- Partnered with CFO for QXL's IPO (LSE and Nasdaq). Contributed to 10+ M&A due diligence and acquisitions
- QXL got acquired by media conglomerate Naspers for \$2 billion

## EDUCATION & LEADERSHIP

**MSc Finance** from **EDHEC Business School** (France), ranked world's best MSc Finance program by the Financial Times in 2017

**Stanford University** Executive Program with focus on Corporate Finance and Mergers & Acquisitions

Member of the Facebook Developer Board and Adobe Customer Board while at Dailymotion

Fluent in English and French. Proficient in Italian and intermediate German

Frequent spokesperson, participating to panels and moderating industry discussions (Beet TV, IAB Tech Lab, and many others)