

LUC DUMONT

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US and French dual citizenship

Business driven leader with international career shaping tomorrow at high-growth digital media platforms. On a journey to connect people (brands with consumers, content creators with fans, sellers with buyers), through awesome content experiences. Bring hands-on experience across management, business development and operations at startups, scaleups and public companies.

PROFESSIONAL EXPERIENCE

MADHIVE (Connected TV / video adtech platform)

Nov 2021 - now

SVP BUSINESS DEVELOPMENT, San Francisco, California

- Grow omni channel / omni platform supply to help TV stations accelerate their transformation from Linear TV to Digital
- Attract more clients like Tegna, E.W Scripps, FOX on MadHive's enterprise platform and help them better deploy their ad spend
- Create new revenues streams for the company
- Build new data partnerships to help self-serve clients better target consumers, measure performance and ensure safety/viewability

LOOPME (video adtech platform connecting brands with consumers)

Oct 2017 – Jan 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
- Forged a large business network with Supply & Demand partners, mediation platforms, data/attribution/safety and MMP firms
- Partnered with CEO and CFO for fundraising, meeting with and presenting to VCs, PEs, and Corp VC resulting in \$17m round

ORAH (video solutions helping content creators livestream unique AR/VR experiences)

May 2016 - Jul 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
- Implemented processes to ensure optimal stock management, timely shipping, responsive customer service and client happiness
- Launched product integration with all major distribution and social platforms (YouTube, Facebook, Twitter...)
- Signed content partnerships with Google/YouTube, Crackle, CNET, France Televisions, Roland Garros, etc...
- Partnered with CEO for fundraising, meeting with and presenting to VCs, PEs, and Corp VC resulting in \$4m

DAILYMOTION (video platform connecting content creators with fans)

Jan 2008 - May 2016

SVP INTERNATIONAL, 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 \$xxxM 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 30M to 300+M MAUs, driven by International
- Deployed Dailymotion Gaming across multiple countries, driving 15m monthly unique users and hundreds of million video views
- Set vision, assembled team and launched a self-serve Audience Publisher Network. Added ~20% incremental video views globally
- Partnered with CEO and CFO for fundraising, M&A and exit to Vivendi (UMUSIC, Canal Plus etc...) for \$300M

YAHOO! (global platform helping users connect and express themselves)

Jan 2004 - Jan 2008

DIRECTOR INTERNATIONAL BUSINESS OPERATIONS, London, UK and Sunnyvale, California

- Lead finance budgeting, and 3YR planning, and reporting for Y! community/social products (Mail, Messenger, Photos, Flickr...): non-financial (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 300M MAUs

QXL RICARDO (e-commerce marketplace connecting sellers with buyers)

Aug 1999 - Dec 2003

SENIOR FINANCE MANAGER to UK COUNTRY MANAGER, 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
- Piloted launch of company Business Intelligence suite: CRM, datawarehouse, reporting/BI, customer segmentation and metrics
- QXL got acquired by media conglomerate Naspers for \$2Bn

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