


LUC DUMONT

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US and French dual citizenship

Dynamic business leader with a proven track record in driving innovation and growth across the media landscape, bridging traditional and modern advertising. Extensive experience in 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

- Drive revenues and cost optimization across Inventory, Data and other Services
- Built the Supply/Inventory function from the ground up, hiring a team and managing a ~\$xxx million annual budget for supply acquisition with major companies like Disney, Paramount, Warner Discovery, Samsung, and SSPs. Successfully connected Madhive to all major TV programmers and CTV publishers.
- Developed and implemented supply volume discount programs, generating over \$x million in annual savings for Madhive.
- Established partnerships for ad verification with DoubleVerify and Human, maintaining relationships to ensure inventory quality for clients.
- Launched Madhive Data Marketplace from scratch, overseeing ideation, team building, P&L management, and execution. The marketplace generates \$xxx thousand in monthly revenue, operating as a profitable business unit.
- Onboarded measurement solutions, including SaaS data feeds for foot traffic, CTV to mobile downloads, brand lift, and offline sales attribution.
- Collaborated with Corporate Development to develop the company's Long Range Planning, which led to the acquisition of the workflow company Frequency.

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

2017 –2021

SVP BUSINESS & CORPORATE DEVELOPMENT, San Francisco, California

- Developed the go-to-market strategy for enterprise/self-serve offerings, leveraging existing company assets to address market needs.
- Collaborated closely with the CTO's office to build enterprise offerings, including ad products such as measurement, SSP, DMP, DSP, and audience network solutions.
- Defined pricing strategies in collaboration with the CFO team, established playbooks, built pipelines, and recruited a BD team. Signed key partners, including Unity Technologies, Megaphone (acquired by Spotify), AppLovin, Vungle, IronSource, Mopub, Pixability, ITN Networks, Clear Channel, and Talon. Delivered 2020 net revenues 200% over budget, achieving a 10x increase over 2019 with positive EBITDA.
- Negotiated data partnerships (including geolocation, shopping, and credit card data) to enhance attribution and in-flight optimization for brands.
- Partnered with the CEO and CFO on fundraising, leading meetings with VCs, PEs, and corporate VCs, resulting in a successful \$17 million round.

ORAH (video solutions for AR/VR livestreaming)

2016 - 2017

CHIEF OPERATING OFFICER, Santa Clara, California

- Managed all non-engineering teams, set company strategy, and secured Board approval for execution and go-to-market initiatives.
- Led global sales and client services, securing partnerships with Apple, Google, Snap, Twitter, Facebook, NASA, and other key customers.
- Launched product integration with major distribution and social platforms, including YouTube, Facebook, and Twitter.
- Collaborated with the CEO on fundraising efforts, resulting in a successful \$4 million round.

DAILYMOTION (acquired by VIVENDI) (OTT video streaming platform)

2008 - 2016

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

- Led strategic vision and go-to-market execution to drive Dailymotion's international growth in audience, content, and revenue.
- Built and inspired a team, launching in 30 new countries with a focus on prioritization, localization, and internationalization.
- Led the international content acquisition team, signing licensing partnerships with independent creators, music labels, broadcasters, and news agencies.
- Drove international revenues from zero in 2008 to over 50% of total \$xxx million ad sales by 2015, through direct and programmatic channels.
- Negotiated and managed complex alliances and partnerships with major players like Microsoft Xbox, Samsung, Roku, Amazon, Apple TV, PlayStation, Telecom Italia, and Orange, growing Dailymotion's user base from 30 million to over 300 million MAUs, with a strong focus on international expansion.
- Deployed Dailymotion Gaming across multiple countries, achieving 15 million monthly unique users and hundreds of millions of video views.
- Partnered with the CEO and CFO on fundraising, M&A, and the company's \$300 million acquisition by Vivendi.

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

2004 - 2008

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

- Led finance budgeting, three-year planning, and reporting for Yahoo!'s community/social products, focusing on both non-financial (audience, engagement) and financial metrics (advertising KPIs, CPM, yield) in a matrixed organization.
- Transitioned from London to Californian headquarters to facilitate the global roadmap and priorities, contributing to the successful launch of Yahoo! Answers, which reached 300 million MAUs.

QXL RICARDO (acquired by NASPERS) (e-commerce marketplace)

1999 - 2003

FINANCE, CORPORATE DEVELOPMENT, COUNTRY MANAGEMENT, London, UK

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

HAVAS MEDIA COMMUNICATIONS (acquired by JC DECAUX) (Outdoor advertising)

1996 - 1999

FINANCE MANAGER, London, UK

- Led management reporting, prepared board packs, and conducted three-year planning, variance analysis, and strategic analysis to support operational teams.
- Implemented various reporting software solutions across the company, including Crystal Seagate, Business Objects, and Hyperion.
- Enhanced team productivity by streamlining data flows across teams and subsidiaries, significantly improving operational efficiency.

EDUCATION & LEADERSHIP

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

Stanford University Executive Program - 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 in German.

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