

LUC DUMONT

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◦ DETAILS ◦

San Francisco Bay Area
United States
6506002195
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Nationality

Dual American and French
Citizenship

◦ TOP 10 - GALLUP CLIFTON STRENGTHS ◦

1. Strategic

2. Achiever

3. Individualization

4. Relator

5. Self-Assurance

6. Analytical

7. Arranger

8. Learner

9. Significance

10. Futuristic

◦ MORE INFORMATION ◦

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www.ldumont.com

👤 PROFILE

Results-driven business leader with a proven track record of spearheading innovation and driving sustained growth across the evolving media landscape. Adept at bridging the gap between traditional and digital advertising, with extensive leadership experience in management, business development, and operational excellence across startups, scaleups, and public companies. A visionary strategist known for building high-performance teams and delivering measurable results in competitive markets.

📁 EMPLOYMENT HISTORY

Sr Vice President: Inventory & Data Management at MADHIVE, Mountain View, CA
November 2021 — Present

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

Core mission:

- Spearhead revenue growth and cost optimization across Inventory, Data, and Service functions, supporting major U.S. broadcast networks, local TV stations, cable companies, and independent agencies in enhancing their reach and monetization strategies, with a focus on digital Connected TV (CTV) inventory.

Inventory:

- Established and led the Supply/Inventory function from inception, building a high-performing team and overseeing a ~\$xxx million annual budget for supply acquisition in collaboration with premier companies like Disney, Paramount, Warner Discovery, Samsung, Amazon, and SSPs.
- Achieved seamless integration of Madhive with all major TV programmers and CTV publishers, solidifying Madhive's position in the marketplace.
- Pioneered supply volume discount programs that unlocked \$x million in annual savings for Madhive.
- Secured partnerships with DoubleVerify and Human for ad verification/fraud detection, and TheMediaTrust for malware protection and ad categorization, ensuring top-tier security and compliance standards for Madhive clients.

Data Targeting:

- Directed the launch of the Madhive Data Marketplace from concept through execution, encompassing team development, P&L management, and strategic execution. Marketplace currently generates \$xx million annually, with data partnerships including TransUnion, Experian, Datonics, Samba TV, Polk, Alliant, among others.
- Maintains a strategic relationship with Liveramp to enhance data targeting capabilities.

Data Measurement:

- Integrated a suite of measurement solutions, such as SaaS data feeds for foot traffic, CTV-to-mobile downloads, brand lift analysis, and offline sales attribution, partnering with industry leaders like Upwave, InMarket, Affinity Solutions, Polk, Inscope, Nielsen, Appsflyer, Adjust, Maxmind, Mobile Scientia, etc...

Data Identity:

- Developed and implemented the Madhive household and identity graph in partnership with TransUnion, serving as the company's identity spine.

- Launched cross-walk solutions in collaboration with Blockgraph for clients like Sling Dish, facilitating 1P data activation.
- Enabled 1P CRM onboarding for targeted activation using Liveramp's retrieval API.

Leadership:

- Collaborated with Corporate Development to shape the company's Long-Range Plan, which directly influenced the acquisition of workflow company Frequence in June 2024, advancing Madhive's position as a comprehensive omni-channel platform. Play an integral role in due diligence processes, including Madhive's \$300 million investment from Goldman Sachs in 2023.
- Actively contribute as a member of the C-suite, with responsibilities including occasional presentations at the Board level.

Sr Vice President Business & Corporate Development at LOOPME, San Francisco

October 2017 — August 2021

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

- Designed strategic positioning 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, grew 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.

Chief Operating Officer at ORAH , Santa Clara, CA

January 2016 — August 2017

(video solutions for AR/VR livestreaming)

- 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, Twitter.
- Collaborated with the CEO on fundraising efforts, resulting in a successful \$4 million round.

SVP International to EVP Corporate Development at DAILYMOTION (acquired by VIVENDI) , Paris, France and Palo Alto, CA

January 2008 — January 2016

(advertising supported OTT video streaming platform)

- Led strategic vision and execution to drive Dailymotion's international growth in audience, content, and revenue.
- Assembled 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.

○ **Director International Business Operations and Strategy at YAHOO!, London, UK and Sunnyvale, CA**

January 2003 — December 2007

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

- 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.

○ **Finance, Corporate Development and Country Management at QXL RICARDO (acquired by NASPERS), London, UK**

September 1999 — January 2003

(e-commerce marketplace)

- 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.

○ **Finance Manager at HAVAS MEDIA COMMUNICATIONS (acquired by JC DECAUX), London, UK**

September 1996 — September 1999

(Outdoor advertising)

- 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 AND LEADERSHIP**

- MSc Finance (1996) from **EDHEC Business School** (France), Ranked world's best MSC Finance by the Financial Times in 2017.
- **Stanford University**: Executive Education (2014) - Focus on Corporate Finance and Mergers & Acquisitions.
- Member of the Facebook Developer Board and Adobe Customer Board while at Dailymotion. Current member of the Human Customer Board.
- Frequent spokesperson, participating in panels and moderating industry discussions (Beet TV, IAB Tech Lab, and others).
- Fluent in English and French. Intermediate in Italian and German.