

LUC DUMONT

C-Level / Product-led Operator

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PROFILE & STRENGTHS

Senior operating executive with 30 years scaling product-led AdTech and digital media platforms across DSP/SSP/DMP, mobile video, and CTV/OTT. Known for turning strategy into shipped outcomes by building clear governance, execution cadences, and KPI-driven roadmaps that remove founder bottlenecks and increase delivery velocity. Deep experience partnering with product and commercial leaders to translate roadmaps into measurable business results.

EXECUTIVE EXPERIENCE

Sr. Vice President, Business Development

Nov 2021 – Present

MADHIVE, Mountain View, CA | CTV Video / DSP/SSP/DMP

- Built and lead Strategic Partnerships team working with major programmers (Netflix, Paramount, Disney, Warner..), OEMs / vMVPDs and SSPs, managing **\$150M-\$200M** annual portfolio
- Lead media strategy team managing third-party DSPs including Amazon DSP (for access to its Retail Media Network), The Trade Desk, Google's DV360, Google Search, Reddit, Facebook Ads, and Simplifi
- Developed end-to-end strategy, secured executive buy-in, and led cross-org implementation of the Madhive Data Marketplace and Identity Graph, resulting in incremental **\$15M** in revenue per year, partnering with industry leaders including Experian, TransUnion, Samba TV, TiVo, DeepSync and others
- Drive business development for emerging technologies (agentic workflows for AdOps, Creative AI, analytics) with startups. Licensed strategic datasets to power Madhive's AI engine through partnerships
- Built a strategic 'Think Big' case that led to the acquisition of Frequence, a workflow platform company
- Instrumental in the company's strategic **\$300M** investment from Goldman Sachs at **~ \$1B** valuation

Sr. Vice President, Business & Corporate Development

Oct 2017 – Aug 2021

LOOPME | San Francisco, CA | AI-based mobile adtech platform: DSP/Exchange/DMP & Measurement

- Drove **10X Enterprise revenue growth** (200% above budget) through strategic partnerships, leading a team of 5 business development leaders
- Operationalized partnerships post-signature through joint roadmaps, enablement, KPI-driven value realization (adoption, revenue expansion, integration milestones), and executive QBRs with large channel partners such as Unity Technologies, Spotify, or Clear Channel

Chief Operating Officer

Jan 2016 – Aug 2017

ORAH, Santa Clara, CA | Livestreaming video software

- Scaled a VR video livestreaming company by raising capital, owning the business plan, and serving as a board member; led all non-engineering functions (Finance, HR, Marketing, PR), and ran GTM for a high-complexity pro hardware + software product launched to professionals and semi-pros

- Secured and expanded flagship customers and partners including NASA, Google/YouTube, Meta, and Snap - and earned a mention during a Google VR keynote.

SVP International to EVP Corporate Development

Jan 2008 – Jan 2016

DAILYMOTION | Paris, France and Palo Alto, CA | Advertising-supported OTT/CTV video streaming platform

- Directed a high-performing, internationally distributed team of 50 across 10 countries, scaling global operations and launching 30+ new markets across NA/EMEA/APAC, contributing to **\$150M+ ad revenues (50% of company revenue)**, direct and programmatic
- Scaled monthly active users from 30M to 300M through global distribution partnerships, including Microsoft Xbox app integration and MSN content syndication, alongside Samsung TV, Roku, Amazon FireTV, and Orange, Telecom Italia, directly enhancing cross-platform engagement

Director, International Business Operations & Strategy

Jan 2003 – Dec 2007

YAHOO! | London, UK and Sunnyvale, CA | Community / Social Products: Y! Mail, Y! Messenger, Y! Photos, Flickr

- Directed finance, planning, and reporting for Yahoo!'s European community products, generating over **\$200M in revenue**.
- Led global roadmap from U.S. HQ, shaping strategy across EMEA, APAC, and Emerging Markets

Finance, Corporate Development & Country Management

Sep 1999 – Jan 2003

QXL RICARDO | London, UK | 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). Led and supported over 10 M&A transactions, culminating in a successful \$2B acquisition by Naspers. Managed reporting, planning, forecasting, and modeling

Finance Manager

Sep 1996 – Sep 1999

HAVAS MEDIA COMMUNICATIONS | London, UK and New York, NY | Advertising

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

EDUCATION & LEADERSHIP

- **MSc in Business and Management**, EDHEC Business School (1996) – Ranked 4th Master in Management worldwide by the Financial Times in 2024
- **Executive Education**, Stanford University (2014) – Focus on Corporate Finance/Mergers & Acquisitions
- Facebook Developer Board & Adobe Customer Board (2008-2016, Dailymotion tenure)
- Human Customer Board (2021-Present)
- Industry spokesperson and panel moderator at major conferences
- Data & Analytics: SQL, Google BigQuery, Looker, Tableau, AI-supported Python/JavaScript (Claude, ChatGPT and Gemini)
- Business Applications: Expert-level Excel, Google Workspace, PowerPoint
- Languages: Fluent English & French; Intermediate Italian & German