

Jamie Ashe, PhD

Programmatic Enterprise Sales | Senior Account Executive | MarTech Account Director | AdTech Platform Director

SUMMARY

I am **obsessive** about **new business generation**. I translate **complex technologies** and **divert budgets** into **programmatic** products.

I am a **creative negotiator** and **analytics** fanatic **grounded** by data with a **proven track record** as a **sales superstar**. My '**Intuitive selling**' approach requires a **practiced** balance of **authentic** relationship building, **industry expertise**, business **strategy**, **compelling storytelling** and **modern magic**.

I have **cultivated** the **science**, math and **reality** of **building relationships** that mature by **collaborating** and **executing** with **diverse** teams.

- **Stellar history of thriving** in fluid, ever-changing and at times **ambiguous technology** firms.
- Euphemistically survived four **high profile technology acquisitions** within 3 years.
- **Personality** to **naturally engage**, educate and **support market adoption** of new technologies.
- **Negotiated** and closes some of the largest brands exceeding **advertising spend of 6M+** annually with a global footprint.

INFLUENCE

Featured Speaker at advertising and technology summits around the world including: Programmatic IO, CES, Brand Innovators, SXSW, AdWomen, Women in Tech, Forbes, NY Times, Business Week, AdWeek, MediaPost, and AdExchanger.

EDUCATION

PhD in Computer Science, Florida State University
MBA in Computer Science, Florida State University
BA in Journalism & Mass Communications, Florida State University
M. Msc. in Theology, Transpersonal Psychology. University of Sedona

AWARDS

- Customer Champion Award, Agency & Brand, DataXu
- President's Club Member, Honored by Mike Baker, CEO DataXu
- Top Sales Star for New Business, DataXu
- Presidents Club Winner, Awarded by Randy Wootton, AdReady
- Industry Movers & Shakers & Accounts on the Move
- Top Sales Person of the Year, AOL Time Warner
- 2 Million Dollar Sales Club Winner, AOL Time Warner
- Managers' Over Achiever Award, AOL Time Warner
- Distinguished 'Performance Recognition, AOL Time Warner
- Samurai of the Year Award, AOL Time Warner
- Awarded 'Who's Who for Media Expertise', Medium21
- Awarded Media Toad's - 'Best of the Best'
- Featured Cover of Forbes of Marketing Campaign, Bodog Corporation

EXPERIENCE

2016 - 2017 **Business Development, Programmatic**

[Adtaxi](#) | [Digital First Media](#)

[DIGITAL FIRST MEDIA ANNOUNCES BANKRUPTCY](#)

- Adtaxi, Owned by Digital First Media is the 2nd largest newspaper in the U.S.
- Utilize traffic analytics (Google & The Trade Desk) user feedback to refine



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STRENGTHS

Resilient

Secured major win, after 3 failed attempts by other sales executives, with global telecom company, stepping over 2 incumbent vendors, to deliver platform solutions valued at \$2.8 million for T-Mobile.

Customer Centric

Increased client satisfaction by 16.7% year-over-year (YOY) to achieve a 94.9% overall satisfaction, to become AOR for Graham Advertising selling over \$4 Million for Honda.

Predictable Revenue

Managed the complex sales cycle of Verizon with a comprehensive full-suite opportunity that realized \$6.6 million in revenue, with \$600,000 in future services.

Stakeholder Interests

Leverage Relationships with C-Level executives and facilitated business partnerships for Amobee, DataXu, FilmOn to manage share value over \$450M

Product and Industry knowledge

Consultative sales approach to

- each solution to meet the needs of customers, both internal and external.
- Google Certified: AdSense, Display & Mobile

2015 - 2016 **Director of Programmatic**

[Amobee](#)

[AMOBEE EXPANDS MARKETING TECHNOLOGY WITH ACQUISITION OF TURN](#)

2016 Most Innovative Company. Amobee is a global marketing technology company that provides data driven solutions. Amobee Brand Intelligence delivers Data Insights on Consumers, Brands and Trends.

2014 - 2015 **Account Director**

[KruX Digital](#)

[SALESFORCE HAS CLOSED ITS ACQUISITION OF KRUX!](#)

Forrester's Wave #1 DMP Performer. The Krux platform helps marketers, media companies, and agencies put data to work to deepen consumer engagement. The DMP delivers cloud-based consumer data solutions.

2011 - 2014 **Senior Account Director**

[DataXu](#)

Forrester's Wave #1 DSP Performer.

- 2014 DataXu Customer Champion Award.
- Outstanding work with Agency & Brand.
- 2013 DataXu "President's Club Member" Honored by Mike Baker, CEO.
- Awarded DataXu's "Top Sales Star of 2013" for New Business.
- Sold Over 6 Million Dollars- Q1 2014.
- Sold Over 8 Million Dollars - 2013.
- Carried Over Multi-Million Dollar Quota (exceeded every year).

2010 - 2011 **Senior Account Executive**

[AdReady](#)

[ADREADY ACQUIRED BY MEDIA HOLDING COMPANY CPXI](#)

2005 - 2010 **Vice President of Sales**

[Medium21](#)

[FBI ANNOUNCED ONLINE GAMBLING IS ILLEGAL](#)

- Generated over 17.8 Million in revenue in first year.
- Digital Strategy for top 10 egaming clients of the world.
- e-Online Gaming Award for Best Advertising Campaign of the Year.
- Marketing Campaign of The Year for Bodog Corporation.
- Best Online Sportsbook Marketing Campaign for or Sportsbook.com.

2002 - 2004 **Senior Account Executive**

[ValueClick](#)

[VALUECLICK ACQUIRED CONVERSANT FOR \\$2.3 BILLION](#)

- Top Sales Person in division within first 6 months of employment.
- Increased sales revenues from \$60,000 to \$400,000 per month.
- Expanded customer base by 100% within first six months.
- Established a major account, which result in 20% of total sales.
- Generate monthly sales in excess of \$300,000.00.

1997 - 2001 **Senior Account Executive**

[AOL Time Warner](#)

[AOL BUYS TIME WARNER FOR \\$182 BILLION](#)

- Top Sales Person of the Year.
- 2 Million Dollar Sales Club Winner: AOL Time Warner.
- Awarded AOL's "Winner's Circle" Award.
- AOL Time Warner Presidents Club- 2001 & 2002
- Managers Over Achiever Award: AOL Time Warner 2001.
- Performance Recognition Award: AOL Time Warner 2001 & 2002.
- Awarded AOL's "Winner's Circle".

CLIENTS

promote Cloud Management, Enterprise Automation Management Solutions and Performance Management solutions.

Credible & Collaborative



Recognized for technical credibility, thought leadership, collaboration, and client advocacy by internal resources, external partners, technical senior-level decision-makers, and key users.

Consultative Approach



Spearheaded relationships by identifying clients' needs and expectations, delivering savvy enterprise solutions while strengthening partnerships throughout sales cycle and post-delivery.

Honored & Humble



Honored as 'Top Sales Person of the Year', 'Managers Over Achiever' 'Samurai of the Year', 'Customer Champion', 'President's Club' & 'Top Sales Star for New Business Revenue' consistently for the past 5 years.

EXPERTISE

New Business Generation, Technology Sales, Enterprise Sales, Fortune 500 Sales, New Business Development, Platform Sales, SAAS, Strategic Sales, Solution Sales, , Programmatic Platforms, Big Data, DSP, DMP, Artificial Intelligence, Automated Marketing, DMP, Advertising Platforms, Customer Retention, Media Budgets, Marketing and Advertising Technology, Luxury, Retail, Spiritual Selling, Intuitive Seller, Story Telling, Cross Channel, Virtual Reality, Gaming Retail, Entertainment Seller, Hybrid, Cloud, Media, Security, Ad Fraud, Analytics, Big Data, Market Atomization, Customer Centric Marketing, Revenue Generation, Sales Leader

Sony, Verizon, Microsoft, AVON, T-Mobile, L'Oreal, Heineken, Dickies, Starbucks, United Health Care, Paramount Films, Bank of America, Exxon Mobile, US Bank, The Gap, United Health Care, Disney, HBO. Lionsgate, Western Union, Home Depot, HBO