

# Brian Lee

## EMPLOYMENT EXPERIENCE

AMNET, New York, NY, 2019 - Present

**Vice President, Programmatic –Microsoft**

- Build trusted client relationships with senior marketers and evangelize programmatic across Microsoft organization
- Partner with senior agency leadership and agency partners to foster a collaborative approach to meeting client goals. Partner with product, finance and Dentsu Programmatic leadership to create account plans that exceed annual revenue goals
- Create global, cross-channel audience targeting strategy for Microsoft Commercial brands
- Lead thought leadership in all aspects of the addressable media activation processes, RTB, exchanges, DSP technologies, DMP integrations, ad servers, ad tech partners to agency, clients and advertising industry
- Mentor and lead a large team of programmatic specialists. Develop programs and initiatives to up level the talent for all accounts in the Amnet New York office
- Advise Google engineers, Google Ad Manager team, Google Programmatic Guaranteed Steering Committee and industry DSPs on product strategy

**Senior Director, Programmatic –Microsoft**

- Responsible for programmatic success of Microsoft's performance portfolio, including key business units such as Azure, Office, Store, Ads (Bing), PMD
- Led global, centralized execution of Azure's programmatic campaigns across 37+ markets, including 95% increase in budget for 2019

CADREON, New York, NY, 2017 - 2019

**Director, Programmatic Strategy – Initiative, Healix (LEGO, Revlon, Merck, AstraZeneca, IHOP)**

- Led AstraZeneca agency transition for programmatic and built new team to support the new business win
- Oversaw team of programmatic specialists. Mentored and developed team to provide exceptional work to clients
- Drove profitable revenue growth for IPG, including new business ideas for Axiom
- Owned the audience approach for new business pitches across all channels

**Associate Director, Programmatic Strategy – Initiative, Healix (Merck, Applebee's, MSG, Amtrak)**

- Drove new business growth and existing account growth that exceeded revenue goals for enterprise clients, including a 100% year over year increase in revenue from Merck in 2017
- Identified new and innovative ways to use data to drive business results, including cross-screen initiatives between programmatic and Advanced TV to reach customers along the fragmented customer journey

VERIZON MEDIA (AOL), Baltimore, MD, 2012 - 2016

**Associate Director – Agency Trading Desks (VivaKi, Accuen, Cadreon, Amnet)**

- Led the growth of programmatic media adoption of AOL products within digital agency clients. Programmatic expertise and leadership led to 100%+ year over year increase in 2016 for my team

**Strategic Account Manager – Verizon, AT&T, Samsung, VivaKi, Citibank, Amex**

- Cultivated successful partnerships with senior agency and client executives leading to programmatic revenue increase of 50% on large, enterprise accounts

## ADDITIONAL EXPERIENCE

[X+1] / ROCKETFUEL – Programmatic Account Manager (2011 – 2012)

**RAZORFISH** – *Account Manager (2009 – 2011)*

**CBS** - *Account Coordinator (2008 – 2009)*

**MEDIACOM** - *Associate Media Planner (2007 – 2008)*

## **EDUCATION**

**New York University (NYU)**, New York, NY | BS, Sports & Entertainment Marketing, 2007

**University of Maryland-University College**, Adelphi, MD | MS, Management & Marketing, 2010