

Dave Vockell

970 Chestnut Street · San Francisco, CA · 94109 · 415.350.6998 · dave@vockell.com

experience

YAHOO!

August 2005 to July 2008

Vice President, Global Sales Strategy – define and accelerate strategic agenda of sales leadership

- Drive overall integration of display and search sales teams – strategy, operations, go-to-market, org design
- Supply/demand alignment strategy, analytics priorities, joint agency initiatives, incentive design
- Board member: Yahoo! Employee Foundation

Microsoft Engagement/Strategic Alternatives Team

- Drove Field Sales revenue assessment for alternatives to Microsoft acquisition proposal
- Participated in initial opportunity prioritization/work planning for major partner integration

Vice President, Corporate Development, Advertising Strategy – drive the long-term product roadmaps, platform evolutions and overall business strategy for \$4B+ marketing medium

- Oversaw development of three-year advertising capabilities strategies
- Drive next-generation platform design, targeting 2009+ requirements, combined bid and fixed environment
- Evaluate M&A targets for strategic fit, operational feasibility, market acceleration

PRIMEDIA ENTHUSIAST MEDIA

September 2004 to June 2005

Vice President, Customer Development – grow lifetime value of customer base through interactive channel, database marketing and consumer product sales

AMERICAN EXPRESS COMPANY

February 2003 to July 2004

Vice President, Interactive Strategy and Marketing – led eleven member team driving forward the interactive agenda of customer acquisition, new market development, e-enablement and operational excellence

- Developed/implemented comprehensive multi-channel acquisition and performance management strategy – targeted placement, affiliate marketing, SEM, co-registration, ad-ware, e-mail, site-based
- Established business case, financials and operating plan for interactive-led product launch in HK, Singapore, Taiwan
- Oversaw enterprise interactive goal setting, privacy and compliance

INDEPENDENT CONSULTANCY

March 2002 to February 2003

Wall Street Journal Online, Wolters-Kluwers, Bioscan BNICE Detection, Scholastic

WWW.CLICKTHEBUTTON.COM – PRICE COMPARISON ENGINE

March 2000 to February 2002

Chief Operating Officer – oversaw all day-to-day operations of leading client-based shopping bot software business. Oversaw technology roadmap, operational priorities, partner management, revenue acquisition and finance

FLATIRON PARTNERS

November 1999 to June 2000

- Pervasive Computing incubator group – initial project focused on in-home loyalty applications of internet appliances

BOOZ | ALLEN | HAMILTON, COMMUNICATIONS, MEDIA AND TECHNOLOGY PRACTICE

July 1996 to May 2000

Senior Associate

- Established profitability-targeted growth strategy-focused sales force compensation framework for leading magazine
- Completed 100+ media planner interviews across advertiser verticals and spend to build publisher ad sales strategy
- Worked with leading online brokerage to drive ROI of \$300MM cross platform branding and DR marketing budget
- Built \$20MM animated programming slate of original, acquisition and co-production

AMERICAN EXPRESS COMPANY

January 1991 to June 1996

Senior Manager, Strategic Planning Group – corporate strategy team supporting acquisition, new market development and cross-business opportunity exploration. Worked overseas for two and a half years across Europe, Asia, South America

education

NORTHWESTERN UNIVERSITY, Evanston, Illinois

B.S. Computer Studies/Economics, 1990