

# S. Seth Weisfeld

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## E-Mail Marketing and Technology Maven

*Bridging the Gap between Innovation and Execution Since '83*

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Accomplished executive leader and individual contributor with a proven track record of *designing and implementing strategic initiatives* while *dramatically boosting revenue and profitability* through product developments, sales, and operational execution. Deep experience in *1:1 consumer relationships* enabled by *bleeding edge technologies* that drive brand awareness, customer satisfaction, and bottom line results.

Demonstrated accomplishments in:

- **Building successful businesses** from the ground up. Turning around under-performing business units.
  - **Managing high volume email programs** through optimization, segmentation, and deliverability.
  - **Product management** of major development projects, from initial concepts to production.
  - **Launching online/digital marketing** programs that create millions in new revenues for major brands.
  - **Building, motivating and managing teams** toward peak performance levels.
  - **Developing new business** through sales, networking, cold calling, trade shows, etc.
  - **Hands on execution** of day-to-day tactical responsibilities and leading teams by example.
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## HIGHLIGHTED CAREER ACHIEVEMENTS

- **Launch of ADRevolution** - Co-founded business and profitably built from \$0 to \$6m in revenue. Business became one of the largest players in B2C direct email marketing.
  - **Sale & Integration of ADRevolution** - ADRevolution was officially sold to Tactara in Sept 2012. Played core operational role in integrating ADRevolution and Tactara systems.
  - **Growth of Brilliant Marketing** - Increased profit from \$500k to \$1.5m per year through process development, and focusing the founder's creativity toward execution.
  - **Growth and Stability at Market Leverage** - Increased profit from \$480K to \$1.2m per year through client acquisition, technology re-architecture, cost cutting and an innovative business model.
  - **Business Consultant** - Several 3-6 month consulting projects helping nascent startups build alpha products and business lines. Extensive experience in versatile project management situations and accelerating startup growth.
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## PROFESSIONAL EXPERIENCE

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**Tactara (acquired ADRevolution in Sept 2012), Austin, TX**

**2012 -- Present**

*VP, Advertising*

- Provide strategic leadership to the business and drive ROI positive results from the advertising team.
- Responsible for implementing effective, efficient, and compliant ad campaign operational processes.
- Drive ad team to provide great customer service, build meaningful client relationships, and supply statistical insights to the business as whole that can increase monetization and profit.
- Build cross-product sales opportunities for list management, API, and infrastructure sales divisions.
- Act as the product manager for the multi-channel NIME behavioral targeting & content optimization engine; work closely with our Austin developers to deliver the core technology and user interfaces that power Tactara's operations.

**ADRevolution, Austin, TX**

**2011 -- 2012**

*VP, Ad and Publisher Operations*

- Worked with CEO to steady business through 2012 until the company could exit safely after a poorly timed pivot placed the ongoing operations of the business at risk in early 2012.
- Successfully drove ROI for major brands including AT&T, Fingerhut, Gerber, and eHarmony.com.

- Rebuilt advertising operations from the ground up. Documented all processes and procedures in 50-page Holy Grail document used for 2 years to train new staff.
- Personally developed PHP/Javascript frontends for NIME 2.0 reporting engine and various other tools.

**Market Leverage Interactive, Orlando, FL**

**2009 -- 2011**

*General Manager, Email Solutions*

- Managed an independent email business unit on pace to generate \$4.5m per year in gross revenue, generating the majority of corporate income with a staff of 8 and significant profit.
- Turned around unit, increasing revenue by over 65%, and profit by more than 100%.
- Sales and account management for all clients. Closed major client, resulting in a 30% revenue increase.
- De facto IT/engineering lead for email environment delivering 300 million+ email messages per month.
- Acted as product manager in the development of an all-new email marketing platform.
- Closed major deals for sister business units, including a large Daytona International Speedway multi-channel advertising campaign for the Pepsi 500. Simultaneously sold the project, developed campaign strategy, and acted as the primary tactical contributor. Generated 315% of the client's ROI goal.

**ADRevolution, Austin, TX**

**2005 -- 2008**

*Co-Founder and General Manager*

- Grew business from \$0 to \$6m in revenues (and into profitability).
- Collaborated with co-founder to design disruptive, market-leading technology (NIME) that has demonstrably increased client revenues 400% through 1:1 targeting and personalization.
- Developed all operational processes from the ground up, including defining and reporting against KPIs and ensuring repeatability, sustainability, and compliance of all key processes.
- Managed all advertiser and publisher relationships. Brought in first 10 advertiser and publisher deals.
- Rewarded for success with largest stock grant in the history of the business.

**Brilliant Marketing, Austin, TX**

**2004 -- 2005**

*Email Operations Specialist*

- Grew business from \$2 to \$5m in revenues (tripling profitability).
- Tactile operations lead in SMB/startup environment, constantly built and optimized biz processes.
- Leveraged sophisticated A/B testing to increase client effective CPMs 2x.
- Directly managed all advertiser and publisher relationships.
- Recruited by CEO to join as Co-Founder in ADRevolution.

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**EDUCATION**

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**Bachelor of Science in Computer Engineering**, University of Texas, 2002-2005. Took leave from program in early 2005 to focus on founding ADRevolution. Did not complete degree.

**Science Academy of South Texas**, Mercedes, Texas, Graduated 2002. Placed 8th in *Newsweek's* listing of "America's Best High Schools".

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**SKILLS**

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**Programming & SQL** - PHP, SQL, AWK/SED, Agile/Scrum methodologies

**Modern Web Development, Design and Best Practices** - HTML, CSS, JavaScript/AJAX, basic graphic design

**Email Marketing** - design standards, multivariate and A/B testing, segmentation, lifecycle ROI, KPIs

**Email Delivery and Best Practices** - IP and domain reputation, authentication (SPF/DK/DKIM), DNS, SMTP transactions, bounce processing, ISP relations, CAN-SPAM compliance, MTAs (PowerMTA/MessageSystems)

**Microsoft Office** - expert-level skills in Excel, Word, PowerPoint...a healthy disdain for Outlook

**Finance** - profit & loss statements, expense accounting, revenue and profit projections, cost management

**Business Development** - prospecting, sales, contract negotiation, relationship management

**Legal Constructs** - contracts, legal review, business terms, negotiations, industry regulations, best practices