

JON HOLM

DATA-DRIVEN • RESULTS-FOCUSED • SALES & MARKETING COMMUNICATIONS

P +1.206.650.6862

E jon@jonholm.com

A 412 Madison St. #702
Oakland, CA, 94607

W www.jonholm.com

BACKGROUND & OVERVIEW

Advertising leader with proven success helping business owners and media buyers navigate TV and streaming advertising's evolution. With 20+ years in media, I drive measurable campaign outcomes using data-driven strategies. Known for new business development, account growth, and leading high-performing teams. Passionate about data-driven thinking, results, learning and education and continuous improvement. I leverage emerging technologies to solve complex measurement challenges in partnership with brands of all sizes.

EXPERIENCE

Manager, Sales Development & Advanced Platform Solutions

Comcast Advertising

2017 – Present: West Coast Markets

Sales & marketing leadership for data-driven linear, digital video/OTT and addressable media solutions with a primary focus on accountability related to audience response and outcomes tied to advanced TV. Typical account engagement consists of SMB & regional brands; responsible for growth and maintenance of ~\$40MM in annual revenue. Recent accomplishments include leveraging proprietary viewership data to consistently answering "is this campaign working?" for Northern California markets. Nominated for 2024 *Best Data-Driven TV* award by AdExchanger.

Account Director

StubHub (formerly an eBay Company)

2014 – 2015: San Francisco, CA

Founding member of advertising business development & sales team tasked with monetizing StubHub opportunities through digital and event-driven brand partnerships; typical account engagement consisted of F100-250 and major advertising agency holding companies.

Territory Manager

Whitepages

2006 – 2014: Seattle, WA & San Francisco, CA

San Francisco / Northern California advertising sales to national agency & direct-relationship brands for Whitepages.com where consistently surpassed annualized revenue quotas of \$1MM+; typical account engagement consisted of F100-250 and major advertising agency holding companies.

Account Executive

Entercom Communications

2005 – 2006: Seattle, WA

Local advertising sales in the Seattle DMA to agency and direct-relationship brands including traditional spot, digital and event-based sponsorships.

National Account Executive

Onvia

2005 – 2006: Seattle, WA

National SaaS & Business Intelligence sales for public sector contract work in a \$12k-\$45k per account ARR model; typical account engagement consisted of F250-1000 companies.

Executive Producer, On-Air Personality, Account Representative, & Continuity Director

Various Advertising-Supported Media Companies

2001 – 2005: Seattle, WA

EDUCATION

University of Washington

Communications (New Media)

Seattle, WA, USA

SPECIALTIES & EXPERTISE

- New Business Development
- Key Account Growth
- Talent Growth & Evolution
- Sales Strategy Development
- Revenue & Yield Management
- Audience / Consumer Behavior Analytics
- SaaS, Ad & Mar-Tech Platforms
- Integrated Media Strategies
- Data-Driven Story Telling Via:
 - First & Third-Party Data Sets
 - Google Analytics & Looker Studio
 - Tableau
 - Microsoft Power BI
 - Innovid Analytics Platform

ORGANIZATIONS

- IAB DMSC Founding Member Sales Certification Scheme Committee
- San Francisco Bay Area Interactive Group
- Northwest Internet Advertising Group
- ThinkLA Media Marketing & Advertising Collective

CERTIFICATIONS

- IAB Digital Media Seller's Certification
- Google Analytics