

# SHIVEN RAMJI

## PRODUCT & BUSINESS DEVELOPMENT

### ABOUT ME

Passionate product management and business development executive with over 11 years' experience at the intersection of commerce and media. I have a proven track record of successful B2B and B2C products with a maniacal focus on the customer. I have enjoyed a history of strong partnerships across functions in launching new or positioning existing products and solutions for customers that include advertisers, publishers and users. Executive level management experience and have recruited and mentored high performance teams across geographies and across functions that include product managers, analysts, data scientists, UX designers and engineering. I have also delivered on global product initiatives that required local refinement by market to drive adoption. As a passionate learner and teacher, I'm seeking to work with smart people on difficult problems and contribute to making our world better and our lives more fulfilling.

### CONTACT ME

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### WORK EXPERIENCE

- Feb 2015 - Present

**VICE PRESIDENT, PRODUCTS**  New York

at NBCUniversal

I am the founding member of the Advanced Advertising Products and Strategy group that is building the future of Video Monetization across the largest set of premium Video (Linear TV + Digital) inventory (a \$10B business). The Audience Targeting Platform (ATP) is being built using large datasets like set top box data, smart TV data and consumer transactions and behavior datasets across NBCU, Advertiser CRM and 3rd party data. The ATP platform enables various selling strategies and delivery mechanisms across Linear, Addressable, Multi-screen and programmatic inventory. Key product accomplishments include:

  - » Launched NBCU Audience Studio (DMP and Data Warehouse)
  - » Launched the NBCU Audience Profiler to enable audience discovery and analytics
  - » Launched the NBCU Ad Optimizer to enable optimized media planning
- Oct 2012 - Jan 2015

**HEAD OF GLOBAL SHOPPER & MARKETING INSIGHTS PRODUCTS**  Seattle, New York

at Amazon

Promoted, built and led the shopper & marketing insights team at Amazon that sits at the intersection of Amazon as an ecommerce and a media platform at scale. My team was responsible for building data and analytics products that powered Amazon's advertising platform and Amazon's retail content management systems from pre-sales planning, optimization to advertising effectiveness. A summary of accomplishments include:

  - » Created a tiered professional services model that closed \$100.7MM in advertising revenue across 4 markets and verticals (CPG, CE, FS, Auto) globally. Additionally, delivered \$16.3MM (105% increases YoY) in incremental advertising revenue via global media upfronts with the largest global advertisers.
  - » Developed and launched the return on advertising spend (RoAS) measurement product for advertising campaigns across channels (Onsite, Mobile, Kindle and AAP) which led to an incremental \$14.9MM in revenue in 2014.
  - » Delivered \$24.75MM in incremental advertising revenue by launching brand lift and offline sales lift measurement via third party vendor integrations (Experian, DataLogix, Nielsen & GfK) to measure campaign effectiveness across the US, UK, DE, FR and JP.
  - » Delivered the experimentation framework with global advertisers that drove new insights into creative, landing pages, targeting, ad type and product selection. Increased predictive model based performance by 45% versus control.
  - » Developed a new CPA based monetization model and US Hispanic targeting capabilities driving \$2MM in incremental revenue in 2014.
  - » Hired, managed and developed a high performance team of 29 (from 2) research scientists, data engineers, software engineers and products managers distributed across multiple geographies in less than 10 months.
- Aug 2011 - Oct 2012

**PRINCIPAL PRODUCT MANAGER**  New York

at Amazon

Founded a new team with the mission of monetizing Amazon's data by creating data and analytics products to inform pre-sales planning and creating custom advertising products for global advertisers. My team was responsible for driving strategic client engagements that included evangelizing of our measurement and methodology with global advertisers CMO's and CRO's. A summary of accomplishments include:

  - » Developed Amazon Brand View Pro - a brand analytics and insights platform that delivered \$7MM in incremental advertising revenue via global media upfront with the largest global advertisers.
  - » Developed 5 new campaign metrics across the purchase funnel to demonstrate advertising effectiveness for campaigns globally. This increased our advertising revenue by 45% and increased the account management team's efficiency by 55%.
  - » Led the innovation, development and testing of custom landing pages and experiences for brands with P&G to create what is now known as Amazon Pages (<https://ams.amazon.com/products/pages>).
  - » Prototyped and tested the first version of #AmazonCart - Amazon and Twitter integrated social commerce product with Unilever's Tresemmé brand (<http://www.amazon.com/gp/socialmedia/amazoncart>).
- Jan 2011 - Jul 2011

**VICE PRESIDENT, MOBILE MEDIA & ADVERTISER PRODUCTS**  New York

at The Nielsen Company

  - » Led Nielsen's fastest growing product portfolio in mobile media and advertising effectiveness products driving \$20M in revenue globally.
  - » Developed breakthrough measurement of media consumption on mobile operating systems like Android and iOS and being the first to market with a comprehensive solution. Built the first Android application that monitors all usage on the phone in the background and a proxy solution to measure iOS devices like the iPhone, iPad and iPod Touch.
  - » First to market with a product to measure advertising effectiveness on Apple's iAd platform using early advertisers like The Campbell Soup Company, comparing branding effectiveness metrics with norms from TV and Online.

- Jan 2009 - Dec 2010

  - **VICE PRESIDENT, MEDIA SOLUTIONS**

at The Nielsen Company ♥ New York

    - » Managed Nielsen's online media, marketing and audience measurement product suite globally. Grew product revenue from \$48MM to \$60MM.
    - » Developed the next generation of audience measurement in 10 markets globally, driving \$10MM in incremental revenue. Reduced panel recruitment cost across the product portfolio to increase EBITDA margins by 8%.
    - » Won audience measurement RFP's in Brazil (via IBOPE), UK (UKOM), Spain and Australia (IAB) as the sole provider for the JICIM's in those markets.
  
- Feb 2008 - Dec 2008

  - **SENIOR DIRECTOR, GLOBAL RESEARCH & ANALYTICS**

at The Nielsen Company ♥ New York

    - » Led and managed Global Custom Analytics products (\$13M in annual revenues in 2008). Managed the Nielsen Digital measurement and analytics team for the Beijing Olympics Committee in the summer of 2008.
    - » Delivered a \$10M business intelligence project on time and under budget whilst managing a cross-functional team of 155 team members distributed globally to decrease the delivery of market and media research data to 10 global markets by 13 days every month. Nominated for the Gartner BI Excellence Award in 2009.
  
- Aug 2007 - Feb 2008

  - **DIRECTOR, STRATEGY & BUSINESS DEVELOPMENT**

at The Nielsen Company ♥ New York

    - » Reported directly to the CEO and was part of his executive team as Chief of Staff. Built a team of 80 within 12 months with a start-up investment of \$20MM. Managed the business development planning process in targeting key accounts like ESPN, P&G and Walmart driving \$4.5MM in new product revenue.
  
- Jun 2006 - Jul 2007

  - **CLIENT SOLUTIONS ASSOCIATE, EMERGING LEADERS PROGRAM**

at The Nielsen Company ♥ Tampa

The Nielsen Emerging Leaders Program (ELP) is challenging 18 – 20 month program for talented high performing individuals. The ELP program to attracts, trains and develops the very best and brightest employees. Through special training, guidance and education, the program seeks to foster the development of future Nielsen managers/leaders and provide a continuous pipeline of new and emerging talent to the Nielsen organization. The program is designed to develop a multi-skilled, multi-talented workforce through exposure to different businesses, a variety of functional disciplines, and educational experiences. Rotations included:

    - » Dec. 2006 - Aug. 2007: Business Development, NielsenConnect
    - » June 2006 - Dec. 2006: Program Manager, Nielsen Media Research and Nielsen//Netratings. Led the engineering, research, development and project management teams across 5 functional units to deliver the first test data on TV/Internet convergence panel as part of the groundbreaking media industry research initiative called Anytime Anywhere Media Measurement (A2/M2).
  
- Apr 2005 - May 2006

  - **SOFTWARE DEVELOPER II**

at The Nielsen Company ♥ Tampa
  
- Mar 2004 - Apr 2005

  - **SOFTWARE DEVELOPER**

at The Nielsen Company ♥ Tampa
  
-  **EDUCATION**
  
- Apr 2015 - Jul 2015

  - **MOBILE DEVELOPMENT WITH SWIFT**

at General Assembly ♥ New York
  
- Aug 2000 - Dec 2003

  - **B.S. COMPUTER SCIENCE & MATHEMATICS**

at Eckerd College ♥ St. Petersburg