

STEPHEN TOMPKINS

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EXPERIENCE

Publicis Media

New York, Senior Vice President, Biddable Media December 2021 - Present

- Strategize and activate 161m USD of CTV tied to Upfront buys in programmatic.
- Liaise and manage relationships between ad tech vendors, networks and video partners and Inspire/IME.
- Lead Search, Social and Programmatic buying across all of Inspire Brands for IME (Dunkin, Baskin, Arby's, Sonic & Jimmy John's).
- Partner and assist Inspire Demand Generation team on in-housing of all biddable channels.
- Provide agency POVs on all things biddable media including identity, activation and reporting
- Represent Publicis internal growth products to the agencies and clients: Epsilon People Cloud and identity solutions, CitrusAd Retail Media Networks & Lift CTV solution.
- Develop forward thinking technical solutions that can be used by Publicis clients.
- Build materials that include the value of Publicis products both commercially and strategically.
- Work with the internal Groupe resources to sufficiently document internal revenue reporting.
- Manage agency relationships to grow year-over-year.

Jellyfish

New York, Senior Director, *Client Partner* November 2020 - December 2021

- Grew Jellyfish tech partner hub by more than 25% year over year and contributed to 15m USD in revenue in my first 6 months.
- Manage a 12 person client solutions team and oversee a Hub of 300 tech clients across both self-service, managed service and in-housing.
- Serve as senior digital media expert for all clients across the Hub.
- Successfully pitched new business to 3 Fortune 500 clients and won over 1.2m USD in new business.

Hearts & Science

New York, *Executive Director, Digital Media* January 2019 - April 2020

- Managed a team of 65+ media buyers across search, programmatic and social including 8 direct reports who collectively manage 260m USD in spend a year.
- Facilitated large client moving ~500m USD from agency operated media model to a client operated media model by staffing, advising product roadmaps and training in digital media.
- Served as senior digital media expert for six clients including: P&G, Amgen, Boston Beer & Intuit.
- Represented digital media activation and presented high-level strategy to C-suite in both new business pitches and senior level client engagements.
- Developed media training programs for all digital activation members that included: Search 101/201, programmatic 101/201 and Social 101/201.

Essence Global

Singapore, *Vice President, Media Activation*

July 2017 - December 2018

- Managed a team of 140 media buyers across search, programmatic and Social including 8 direct reports who collectively run 300m USD in spend across digital media channels.
- Successfully designed and re-organized team from channel to media expertise improving the agencies overall depth of knowledge in social, search and programmatic.
- Participated and represented Media Activation in new business pitches successfully winning ~100m USD in media.
- Oversaw an 8 point uptick in team satisfaction across digital media channels which included: offshoring basic tasks, 50% reduction in best practice flags and career pathing for all employees.
- Built a world class paid social practice that emphasized specialty in channel and led to a 23% increase in paid social investment YoY.

Publicis Media

New York, Singapore & Beijing, *Vice President, Group Director*

May 2011 - July 2017

- Managed a team of 25 people that was responsible for 100m USD in programmatic display a year across American Express, HPE, Taco Bell, Starz and Mattel.
- Developed a centralized programmatic financial and staffing model for 100m in spend.
- Scoped and built financially responsible teams across DigitasLBI for all digital activation clients and new business.
- Grew SEA programmatic marketplace from less than 1m USD to over 12m USD in 2 years across Publicis Groupe agencies.
- Developed processes that established a centralized trading desk that serviced nine markets including Singapore, Hong Kong, Taiwan, Philippines, Malaysia, Thailand and India.
- Developed and operationalized technology verification process for all external digital media.
- Represented Audience on Demand at the Ad Ops Center of Excellence and presented to key Publicis Groupe Executives on programmatic Media on financial performance.
- Developed and operationalized strategic direction of Audience on Demand in Greater China including building a 35m RMB marketplace in automated ad network spend.

Other Experiences:

- Mediaplex - Client Relationship Manager
- Atlas - Technical Account Manager
- Nielsen - Digital Marketing Manager

Education:

Savannah College of Art and Design, Savannah, GA, BFA, 2001