



## PROFILE

Internet and Entertainment executive with track record of successes in cutting edge technologies that changed the face of online marketing and continue to redefine digital advertising.

Key strategist focused on pairing technology, data, content, and advertising to maximize performance of customers' searching, discovering and their buying experience.

Key contributor to the expansion and successes of Fortune 500 companies including **The Walt Disney Co.**, **Warner Bros.** as well as online pioneers **Commission Junction (CJ.COM)**, **World Avenue** and **LookSmart**.

## CONTACT

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# JEAN TOUBOUL

## WORK EXPERIENCE

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### **2013 to Present: OnwardClick-EnContext Advertising – Oakland** **Chief Entrepreneur**

*Onward/EnContext (ECA) O&O websites feature original content and deliver highly targeted customers to top bands thanks to smart data mining, a proprietary, multi-channel Ad-Serving platform & methodical scoring. Customer's acquisition is done via O&O and partners' websites, newsletters, email, blogs, social media, mobile, XML, RTB, SMS, SEM.*

### **2010 to 2013: LookSmart – San Francisco** **VP Client Services**

*Managed all publishers and advertisers' relations for LookSmart a comprehensive marketing platform that pioneered search and offered the most advanced XML & RTB options for traffic buyers and sellers.*

### **2005 to 2009: World Avenue Advertising – Sunrise** **VP Affiliate Network**

*Managed World Avenue/TheUseful publishers and affiliates business, spearheading the development of a new publisher interface that propelled company to top 15 advertisers on the Net in 2007 (Nielsen)*

### **2000 to 2004 Commission Junction (CJ) – Santa Barbara** **VP International Operations and Business Development**

*Key member of the core management team that spearheaded CJ as the world's premier affiliate marketing solution serving well over 2,000 advertisers and 500,000 publishers.*

### **1994 to 1999 Mediacom – Los Angeles** **Consultant for International Film and TV distribution**

*Consultant to entertainment companies, providing expertise in international film and television distribution to top California clients including Warner Bros.*

### **1989 to 1994 The Walt Disney Company – Burbank** **Executive Director – Buena Vista International**

*Headed Buena Vista international film, video, and television worldwide distribution. Pioneered day-and-date film distribution and extended BVI's presence in 25 countries establishing company as # 1 distributor in the world.*

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