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## PROFILE

Internet eCommerce, Technology & Showbiz executive with long track record of successes in marketing, Operations and technologies that changed the face of online marketing and continue to redefine digital advertising.

Key strategist focused on blending the right amount of original content with technology, SEM, SEO, email, social, data analytic and creatives to produce highly targeted offers and messaging that are delivered in real time to consumers searching for products and services. Expertise in converting visitors into buyers and, ultimately, into lifetime customers and fans of the brands I promote.

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 **OnwardClick**.

## CONTACT

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# JEAN TOUBOUL

## WORK EXPERIENCE

### **2013 to Present: OnwardClick-EnContext Advertising – Oakland** **Chief Entrepreneur (BD, Tech, Ops)**

*Our company focus is to deliver highly targeted customers to top brands like Nike, Adidas, Target, NFL Store and many more. We do this thanks to our proprietary Ad Serving platform, O&O web properties, mobile, newsletter, blogs, social, email, video, POP ads coupled with smart data mining and traffic scoring. Our platform was built from the ground up using open-source code that was highly customized to deliver state of the art performance via XML, RTB, Text, Banners, Video.*

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

*Managed all publishers and advertisers' relations for LookSmart. The company offers a complex marketing platform designed by Microsoft 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/Nuji company publishers and affiliates business, spearheading the development of a new publisher interface that helped propel the company to top 15 advertisers on the Net in 2007 (Nielsen) generating 150 million in revenues.*

### **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 globally.*

### **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 entertainment clients including Warner Bros. (first rev-share film released in China) and 20<sup>th</sup> Century Fox.*

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

*Headed Buena Vista international film, video, and television distribution, worldwide. Pioneered day-and-date film distribution to increase BVI revenues and extended Disney distribution in 25 top Box Office countries establishing Disney as the # 1 distributor in the world in 1993.*