



PROFILE

Internet/eCommerce, Technology & Entertainment executive with extensive track record of successes in marketing & cutting-edge technologies that changed the face of online marketing & redefined the boundaries of digital advertising.

Key strategist focused on blending the right amount of original content, creative, messaging and data analytic with technology, social media, and advertising platforms to deliver highly targeted ads in real time to consumers searching for products and services relevant to their search and need. 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)**, **LookSmart**, **World Avenue**, **OnwardClick**

CONTACT

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JEAN TOUBOUL

WORK EXPERIENCE

2022 to Current: Equinox Advertising/The Last Picture Show™ Consultant

Consultant for Online Advertising clients looking to optimize their campaigns and maximize revenues. Launched an entertainment web channel thelastpicture.show offering streaming of restored classic movies & TV shows as well as DVD and Blu-Ray in collector sets.

2013 to 2022: OnwardClick/EnContext Advertising – Oakland

Chief Entrepreneur (BD, Tech, Ops)

Built an Ad Serving platform, O&O web and mobile sites and managed campaigns for top clients like Adidas, Target, NFL Store to delivers highly targeted customers.

2010 to 2013: LookSmart – San Francisco

VP Client Services

Managed all publishers and advertisers' relations for LookSmart. The company offers a marketing platform enabling XML & RTB online traffic.

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 company to top 15 advertisers in 2007 (Nielsen) generating 150M 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 top affiliate marketing solution helping 2K advertisers and 500K publishers globally.

1994 to 1999 Mediacom – Los Angeles

Consultant for International Film and TV distribution – Warner Bros.

Consultant to entertainment companies, providing expertise in international film and television distribution to Warner Bros. (first rev-share film released in China).

1989 to 1994 The Walt Disney Company – Burbank

Executive Director – Buena Vista International (BVI)

Headed BVI film, video, and television distribution operations worldwide. Pioneered day-and-date film distribution to 25 top countries and establishing Disney as the # 1 distributor in the world in 1993.

JEAN M. TOUBOUL - SKILLS

INTERNET-THE WEB/BUSINESS DEVELOPMENT/OPS

- Pioneered the Affiliate Marketing space as an Exec. with Commission Junction (CJ) and expanding CJ's groundbreaking affiliate offering in Europe and Asia.
- Spearheaded the design and launch of World Ave. publisher UI offering "Offers Basket", "Digital IO", "Dynamic Bid Adjustments", and many innovations.
- Created an advertising platform with fully customizable links extending the concept of XML to Smart Links with simple controls and unified ecpm/ecpc reporting for EnContext Advertising.
- Designed Apache based Web Server infrastructure for an ad serving solution delivering 50M searches daily with limitless scalability for EnContext.
- Created unique content management interface to add and manage content, backend code, database, ad zones, smart links, API reporting. Sites included forcarsandvehicles.com, digitalphotoshack.com, forcoolfashion.com and more.

ENTERTAINMENT/INTERNATIONAL EXPANSION

- Established Disney and Warner as the premier film distributors in Asia and pioneered the technology that allowed Day and Date releases of feature films.
- Spearheaded the modernization of film, TV and Video releases as well as dubbing in local languages and supervised the release of many movies and videos inc. "The Little Mermaid", "Beauty and the Beast", "Lyon King" "The Fugitive".

Created a digital/optical wired platform to enable studios to oversee and manage post-production for foreign distribution and insure full control of film and trailers.

- Created custom websites that featured unique content for sports, fashion, movies, etc. Sites include Coolmambo.com, ShopnSave.world, Emilydeals.com, giftsandspecialoccasions.com, forlearningminds.com ++

OPERATIONS/TECHNOLOGY/CREATIVE

- Business Development, Operations, Team Building, International Expansion, Media Buying and Ad Placement, Affiliate/Publishers Recruitment, Content Creation, Blogs, Social Media Management.
- Ad Server technology, Apache/CPanel, Data Base Management (MySQL, NoSQL, Maria, etc.), Complex Analytic, API Reporting & Visualization.
- Data and web-Security, Brand Name Protection, Traffic Integrity, Traffic Scoring & Filtration, Cloud Storage and Cloud Computing, email Management & Distribution.
- Facebook, Google (inc. Authorized Reseller), BING, Yahoo advertising, Data Mining, Keyword Search, Analytics, WordPress and PHP based Websites.
- Adobe Suite including Photoshop, Dreamweaver, Premier Pro, After Effects & the other Adobe Solutions, FTP/Filezilla, VPS, Analog and Digital Sound Mixing, Photo and Video Technology and Production.