

Chris LaSala / chrisl@gmail.com / 646-203-6771

Last Updated: Jan. 2024

Professional Summary: Driven product strategy leader adept in commercializing global product launches with a proven ability to influence and drive quality decision making across teams with, and without, direct line authority. Empathetic people leader that is respected as someone who is equally comfortable setting high-level strategy or rolling up sleeves to solve tactical challenges.

Professional Experience

Eyeo

- Consultant - providing go-to-market consulting services (Nov 2023 to present)

Hour25AI

- Advisor to founder management team (June 2023 to present)

Wearsafe, LLC

- Advisor to lead investor and management team (Jan 2023 to Sept 2023)

Columbia Business School.

Senior Lecturer in Discipline (2022 - Present)

- Full-time faculty member responsible for building a Product Management program, including curriculum redesign. In the first six months I developed and launched a new experiential class, pairing student teams each with a single company to work on a unique product development opportunity.
- Advisor to the Dean on the Digital Future Initiative, launched in Fall 2022.

Google: Four distinct experiences across product strategy, business development and program management.

Managing Director, Global Commercialization for Publisher Advertising Products (2013 - 2022)

- Managed team of (~20 people directly and another 100+ indirectly) responsible for developing and implementing the global go-to-market commercialization strategy for Google's publisher advertising technology stack (DoubleClick Ad Exchange, AdSense, AdMob) across all surfaces (web, video & mobile).
- Oversaw ~20% CAGR growth of a multi-billion business, addressing continual rapid changes in technology (e.g., industry shift to programmatic advertising), regulation (e.g., changing user privacy laws) and competition (e.g., M&A driven ad tech consolidation).

Director, Mobile Partnerships (2010 - 2012)

- Built and led the business development team responsible for identifying, acquiring and managing mobile app inventory for the AdMob and AdSense networks.
- Negotiated deals across broad spectrum of companies, from nascent application developer market (e.g. game developers) and online media companies (e.g. ESPN), with success identifying, cultivating and signing key partners in the booming mobile application space before they became household names (e.g. Rovio/Angry Birds).
- Business grew four-fold under my tenure to \$500m+ in revenue.

Director, SMB Reseller Partnerships & Local Markets (2006 - 2009)

- Founding member of the entrepreneurial launch team chartered with acquiring local merchants (SMBs) via partners with a large installed customer base and a broad salesforce.
- Promoted to lead the program and grew revenue to over \$300M across 300K customers (now a multi-billion dollar program).

Head of Agencies, North America (2003- 2006)

- Architect of Google's strategy for working with third parties SEMs and advertising agencies in North America. Created the initial model that has scaled and continues to flourish today on a global scale.

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Looksmart: *Director of Business and Channel Development (2000-2003)*

- Managed SEM, wholesale, and affiliate programs that generated over \$5.0MM/quarter.
- Managed \$40MM budget for strategic distribution partnerships.

Strategic Decisions Group: *Consultant (1998-2000)*

- Developed extensive financial models to help clients understand the possible range of outcomes in large scale investments that have high levels of uncertainty (e.g. oil & gas drilling projects).

Coopers & Lybrand, L.L.P., *Senior Associate (1992-1996)*

- Audited financial statements for clients in the technology and higher education industries.

Relevant Skills

Strategic & Analytic Thinking: Ability to analyze and digest complex concepts or information and organize to help drive decision making.

Leadership: Recognized as an open-minded and fair leader that “influences without authority,” bringing cross-functional teams together to align on common objectives; empathetic manager who leads with humility, bringing genuine self to work and creates strong culture of psychological safety.

Communication: Articulate communicator with executive audiences internally and externally; comfortable speaking to large audiences; known for ability to simplify complex concepts and to address the ‘elephant in the room’ with tact.

Decision Oriented: High-energy, leader that “get’s stuff done,” driving projects to completion, undeterred by hurdles and focused on removing them or seeking alternate solutions. Not someone who gives in.

Business & Partner Development: Experience structuring agreements in a dynamic and frequently changing environment; developer of post-negotiation trusted partnerships by bringing credible subject matter expertise and an affable, human approach to engagement.

Product Marketing & Commercialization: Expertise developing commercialization strategies that consider product capabilities, business strategy and the competitive dynamics in a highly competitive environment.

Accomplishments & Designations

Contributions to Industry Associations

- IAB Consumer Experience Center of Excellence Board Member (2015-present); Google representative to Congressional meetings related to IAB activities
- Co-chair of IAB Agency Relations committee (2006)
- SEMPO Advisory Board Member (2005)
- Presenter at multiple conferences: iMedia, Kelsey Group, Associate of Directory Marketing, IAB, AdMonsters, Appcellerate, Open Mobile Summit, Appnation

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Adjunct Professor & Executive in Residence

- **Adjunct Professor, Duke University, Fuqua School of Business (2013 - Present)** Teach a full course for credit named "Digital Platforms;" recipient of 2020 Alumni of the Year Award
- **Executive in Residence, Harvard Business School (2011-2013).** Member of faculty to help develop intellectual property and provide guidance to student's entrepreneurial efforts.
- **Guest lecturer** at several universities over the course of 6 years, including Yale SOM (current), Fairfield University (2007), Northwestern University (2005), University of Colorado (2002).

Vice Chairman Economic Development Commission, Fairfield CT (2007-2015)

Certified Public Accountant – Inactive Status (State of Colorado)

Education

Duke University - Fuqua School of Business, MBA (3.8/4.0), May 1998. Treasurer, MBA Games (NC Special Olympics fund raising)

Boston College - Carroll School of Management, Bachelor of Science (3.7/4.0), June 1992. Top accounting student in graduating class / Scholarship - Outstanding Accounting Student.
