

JOSH KANER

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SUMMARY

Data Partnerships and Measurement Commercialization Leader. I architect and commercialize data partnerships across identity, attribution, and measurement ecosystems — building and operationalizing revenue architectures spanning SaaS licensing, data-exchange models, and API-level integrations. I design privacy-compliant data activation frameworks and cross-functional GTM systems that align product, data science, sales, and legal. Known for translating complex technical capabilities into monetizable, repeatable commercial constructs that drive measurable outcomes across matrixed organizations.

CORE COMPETENCIES

Data Partnerships & Ecosystem Strategy • Revenue Architecture & Commercial Strategy • Enterprise Negotiation & Contract Execution • Identity, Attribution & Measurement Commercialization • API/Platform Integrations • Data Licensing & Exchange Frameworks • Data Governance & Privacy Compliance (CCPA / CPRA / GDPR) • Pricing & Commercial Modeling • Matrixed Leadership & Executive Stakeholder Influence • Commercial Storytelling & Outcome Modeling • Data Governance / Privacy Compliance • Partner Enablement & Capability Building • Team Mentorship & Talent Development

Experience

Consultant, MD, Digital shopping publisher

Jan 2024 - Present

- Architected outcome-based commercial models supporting a 25% annualized top-line revenue increase for a U.S. e-commerce publisher, integrating attribution and measurement signals to create revenue uplift models and executive-ready performance narratives.
- Built pricing frameworks and commercialization playbooks adopted by Founder/CEO to scale revenue with a lean team, improving deal consistency and accelerating monetization across retail media partners.
- Developed programmatic yield optimization frameworks that increased average CPMs by 15% and lifted fill rates from 80% to 95% for a DOOH provider.
- Conducted comprehensive SSP/DSP partnership evaluation — delivering executive-ready landscape analysis and a prioritized options framework that drove informed monetization strategy decisions.
- Established BD operating mechanisms — qualification frameworks, partner lifecycle processes, and executive-level reporting systems — that increased deal quality, speed, and cross-functional alignment.
- Led migration from legacy ad server to Google Ad Manager, integrating header bidding and private marketplace deals — delivering a 10% increase in eCPM for a digital publishing client.

Audience Town, NY, VP, Data Solutions

Feb 2022 - Jan 2024

- Operationalized cross-functional commercialization with Product, Data Science, Sales, and Legal, directly resulting in the launch of two net-new product lines — a Data-as-a-Service and a Software-as-a-Service offering.
- Negotiated a long-term agreement for a US consumer PII database at 70% below market cost, securing critical bridge financing and enabling launch of a differentiated analytics platform — driving 100% YoY revenue growth for DaaS products and 530% growth for SaaS offerings.
- Integrated AI-based analytics and deterministic measurement solutions, enabling development of a proprietary customer scoring capability that became a top client-demanded product feature.
- Implemented data stewardship practices and quality controls across external data providers, preventing material compliance exposure in the regulated housing advertising category under CCPA and CPRA.

JCDecaux, NY, **VP, Strategic Partnerships**

Oct 2016 - Feb 2022

- Owned and expanded executive-level revenue relationships with major holding companies and national advertisers, driving \$25M+ in incremental DOOH revenue.
- Delivered award-winning measurement programs across 100+ advertising effectiveness studies — including +16% website sales lift (Zenni Optical, Campaign Media Silver Award) and +280% brand awareness (NARS) — for brands including Saks, Ralph Lauren, Lexus, Ketel One, JetBlue, and Samsung Knox. Results adopted in global playbooks.
- Spearheaded measurement-driven sales solutions leveraging deterministic mobile and location data to improve attribution, optimize ROI, and deliver 50–350% unaided brand awareness lift across campaigns.
- Built and led a team of three commercial and partnership strategists responsible for 1,000+ RFP responses annually, directly contributing over \$5M per year in revenue.
- Designed multi-year data-enabled IO/MSA frameworks supporting identity, measurement, and cross-screen activation; served as trusted advisor to international executive leadership on privacy, compliance, and programmatic strategy.
- Served as key contributor to the OAAA DOOH Exposure Methodology Standard, integrating computer-vision studies, mobile location data, audience panels, and deterministic signals — shaping category-wide best practices and enabling programmatic DOOH industry transactions.
- Spearheaded the development and activation of an advanced planning and targeting system for outdoor media, supporting over \$10M+ per year in revenue across the US organization.
- Designed and launched a certification program enabling traditional sellers to independently sell programmatic, targeting, measurement, and mobile extension products — achieving 99% participation and 95% certification rates across the US sales organization.

Perion, NY, **Sr. Director, Integrations & Partner Development**

Roles held: Media Buyer → Director, Business Development → Director, Sales Engineering → Sr. Director, Integrations & Partner Development

Feb 2006 - Oct 2016

- Led commercial and technical integrations for 50+ partnerships, driving over \$100M in annualized revenue and supporting market expansion into three new global territories.
- Negotiated and executed strategic agreements with LiveRamp, Comscore, Nielsen, and Innovid — establishing Perion/Undertone as the premium, high-impact distribution partner for the world's leading brands.
- Served as lead integrator during the acquisition of Upfront (DSP) and the sale of Undertone to Perion — delivering zero interruptions to third-party partner service delivery and meeting all partner agreement transition deadlines on time.
- Launched innovative ad formats through marquee partnerships (Betaworks & The New York Times for Tapestry™ — covered by AdExchanger), creating net-new revenue streams and market differentiation.

Early Career:

Movado Group - Public Relations Manager

- Built strategic media partnerships expanding brand visibility for Movado, Ebel, and Concord across luxury and digital-first outlets — including Vogue, Elle, Glamour, and Details. Led relationships with digital-only publishers ahead of industry adoption.

Atrinsic Inc - Marketing Manager

- Created the company's first automated delivery tool enabling batch processing of campaign optimizations, saving hundreds of employee hours monthly. Led multi-channel acquisition campaigns across email, call center, and digital.

EDUCATION

University of Maryland, College Park

B.A. • Communication • Sep 2000 - May 2004

HONORS & AWARDS

- Key Contributor — OAAA DOOH Exposure Methodology Standard & Best Practices (May 2021): Co-developed the industry-accepted methodology for measuring DOOH ad exposures by integrating real-world computer-vision studies, mobile location data, audience panels, and deterministic signals.
- Campaign Media 2021 Silver Award — Best OOH Media Plan (Zenni Optical)