

JOSH KANER

jk@joshkaner.com • (516) 375-7312 • Joshkaner.com • Rockville, MD and New York, NY

SUMMARY

Senior revenue and partnerships executive with 20+ years leading buy-side relationships and driving growth across ad tech, measurement, and data-driven media. Proven track record leading buy-side relationships and multi-year commercial growth across major holding companies. Known for transforming complex measurement solutions into scalable revenue, closing enterprise-level deals, and mentoring high-performing sales teams. Key contributor to OAAA standards and a recognized thought leader in advanced currency and outcome-based media

EXPERIENCE

Consultant, MD

Jan 2024 - Present

- Advised digital publishing and DOOH companies on revenue growth, audience measurement, and data monetization strategies.
- Developed programmatic yield optimization frameworks that increased average CPMs by 15% and lifted fill rates from 80% to 95% for premium publisher clients.
- Designed data monetization strategies integrating SEO/SEM workflows with revenue attribution modeling to enhance performance across verticals.
- Evaluated SSP/DSP partnerships and structured direct deals to balance automation with premium pricing control, aligning technical infrastructure with revenue objectives.
- Delivered actionable revenue playbooks aligning data infrastructure, pricing strategy, and measurement frameworks for cross-platform growth

Audience Town, NY,

VP, Data Solutions

Feb 2022 - Jan 2024

- Defined and executed a multi-year growth and revenue roadmap, securing bridge financing and launching a differentiated analytics platform that accelerated adoption among agency partners.
- Structured and closed enterprise-level SaaS and data licensing agreements with media agencies and brands, driving 100% YoY SaaS revenue growth and a 530% increase in data product sales.
- Integrated AI-based analytics and deterministic measurement solutions to enhance targeting, attribution, and campaign ROI.
- Partnered cross-functionally with Product, Data Science, and Legal to operationalize scalable data partnerships and ensure privacy compliance under CCPA, CPRA, and emerging state laws.

JCDcaux, 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.
- Spearheaded measurement-driven sales solutions leveraging deterministic mobile and location data to improve attribution, optimize ROI, and strengthen agency adoption.
- Partnered with executive leadership, legal, and sales operations to design and negotiate multi-year IO and MSA frameworks supporting scalable, privacy-compliant revenue growth across the U.S. market.

Perion, NY

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 complex multi-stakeholder agreements, balancing product capabilities, pricing structures, and strategic alignment across global markets.
- Directed a high-performing integrations and partner development team, fostering collaboration across sales, product, and engineering to accelerate deal delivery and partner enablement.
- Served as the lead integrator during the acquisition of Upfront (DSP) and the sale of Undertone to Perion, ensuring seamless technical and commercial integration under tight timelines.
- Drove long-cycle revenue growth through data, format, and API-level partnerships with major data and technology providers and platforms.

Movado Group, NY

Public Relations Manager

May 2005 - Feb 2006

- Built and managed strategic media partnerships that expanded brand visibility across luxury, lifestyle, and digital-first outlets, driving measurable audience growth for four premier Movado brands.
- Developed and executed integrated PR and marketing campaigns aligned with sales objectives, resulting in increased engagement and improved brand perception.
- Collaborated cross-functionally with marketing, creative, and retail teams to optimize campaign performance and ensure cohesive brand messaging across channels.

Atrinsic Inc NY, Marketing Manager

May 2004 - Feb 2005

- Directed multi-channel acquisition campaigns (email, call center, and digital) focused on improving conversion rates and optimizing ROI through audience segmentation and performance analytics.
- Developed and deployed the company's first automated campaign optimization platform, reducing manual workloads and accelerating campaign delivery by over 40%.
- Partnered with sales and analytics teams to integrate real-time performance data into campaign strategy, enhancing customer targeting and revenue attribution accuracy.

EDUCATION

University of Maryland, College Park

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

CORE COMPETENCIES

Revenue Leadership • Agency Partnerships • Measurement & Currency • Enterprise Negotiation • AI-Driven Data Solutions
• Team Mentorship • GTM Strategy