

CHRIS O'HARA

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SUMMARY: A global product marketing leader specializing in data storytelling. I am a well-known thought leader in data management, and the author of the Axiom silver medal award winner in Business books, *Data-Driven* (2018, McGraw Hill), and *Customer Data Platforms* (2020, Wiley). Now focused on modernizing extended planning and analytics through SAP's Business Data Cloud.

Work Experience:

SAP | BTP Data & Analytics Group: CMSO for Planning, Analytics, and Intelligent Applications

In my current role, I lead a team of 9, owning strategy, marketing, GTM, pricing, packaging and commercialization for extended planning and analytics (xP&A), and "Intelligent Applications" within SAP Business Data Cloud.

- Research and deploy AI tools (Claude, Perplexity, and other LLM-based platforms) across product marketing team to enhance productivity and enable transition from traditional SaaS business models to consumption-based, AI-driven go-to-market strategies
- Launched "Future of PMM" website showcasing AI-driven product marketing best practices and thought leadership
- **Jan 2023 - Dec 2023: VP, Data and Identity Marketing and Solutions:** Leader of Data & Identity marketing and solutions for the Data & Analytics Group within the Business Technology Platform (BTP)
- **Feb 2022 - Dec 2022: Chief Marketing and Solutions Officer (CMSO)** Leader for the "Data & Identity" portfolio of products including CIAM and ECPM (Gigya) and SAP Customer Data Platform with SAP Customer Experience Division

Salesforce | Vice President of Global Product Marketing October 2016 – February 2022

Leader for the "Data & Identity" portfolio of products including Audience Studio (DMP), Customer 360 Audiences (CDP), Advertising Studio, Social Studio, Data Studio, Interaction Studio and our Identity products. I specialize in data storytelling, and scaling go-to-market narratives to drive sales.

- Executive leader of new "Data Cloud" initiative, an enterprise scale data platform
- Rebranded Krux to Salesforce DMP (and subsequently, Audience Studio)
- Launched Data Studio brand
- Launched Customer 360 Audiences (CDP)
- Winner of Astro TMP Award, 2019 for product marketing innovation
- Covered over 600 client-facing meetings, touching \$2.3B in ACV pipeline

Krux | Head of Data Strategy and Product Marketing December 2014 – October 2016

I held multiple senior management roles, including US Sales Leader, Head of Data Strategy, and Product Marketing lead. I sold our biggest deals (L'Oréal, AB-InBev, Heineken, Coca-Cola, Campbell's Soup, Duracell, among many others) and positioned the company for its acquisition by Salesforce.

Bionic Advertising Systems | CRO and Co-Founder January 2013 – December 2014

Responsible for all revenue generation, business development, marketing, and management for Bionic, a company that offers media planning tools on a SaaS-model basis. Bionic was at the forefront of the "programmatic direct" movement. Responsible for initiating over 50 agency deals in 14 months.

Looksmart | Chief Revenue Officer [2012 - 2013]

Responsible for all revenue generation, client services, trading desk operations and management for LOOK, a public search marketing network aggregating 5 billion search queries per day. I left when the company was acquired via tender offer by Snowy August Management, a hedge fund investor.

TRAFFIQ.com | SVP of Sales and Marketing [2009-2012]

Leader of sales, business development, and marketing for progressive digital media platform serving agencies and publishers. Acting COO. Won Inc. Top 50 in 2010 for rapid revenue growth.

Reviewed.com | Senior Vice President of Sales [2007-2009]

Head of advertising sales for advertising network which includes DigitalCameraInfo.com, CamcorderInfo.com, WirelessInfo.com, PrinterInfo.com, HeadphoneInfo.com, MediaPlayerInfo.com, CamcorderInfo.jp, and TelevisionInfo.com. Sold to USAToday.com (Gannett).

Mediabistro.com | Vice President [2006-2007]

Head of advertising and sponsorship sales for online and offline media community. Sold to Web Media Brands (Jupiter Media).

Nielsen | Associate Publisher [2003-2006]

PDN Photography Division / Marketing Media and Arts Group

Lead sales teams and managed custom media development at Nielsen's photography group. Was #2 executive in group. Launched all "eMedia" initiatives, expanding digital revenue from 0% to 15% in 24 months.

Informa Group plc | Sales Director [2003]

Led sales of publications including Scrip Pharmaceutical News, Scrip Magazine, and BioPeople for North American office of UK-based pharmaceutical publisher. The company was acquired by Informa Group.

Reed Elsevier | Sales Director [2002]

Head of US Sales, World Education Market. I Lead US sales of new education trade show, which debuted in Lisbon, Portugal. Brought aboard exhibitors, including Texas Instruments, Hewlett Packard, and IBM. The World Education Market did not return for a second year.

TestU, Inc. | Director of Marketing and Business Development [2000-2002]

TestU was a dynamic start-up e-Education business delivering Internet-based courseware for standardized test preparation and general curriculum instruction. I managed marketing, internal and external communications, and was the Online Producer of the site's Campus Life portal, where I successfully executed partnership deals with AOL and US News and World Report, among others. The company was sold to Bridges.com.

Lockwood Publications | Senior Vice President [1995-2000]

Sales and business development at a privately held magazine publishing house with sales of \$8 million/year. Successfully launched Smoke Magazine in 1995, and managed sales of leading trade publications, including Tea & Coffee Trade Journal, Tobacco International, and Smokeshop Magazine. Launched the company's online properties in 1998-1999. Extensive travel in Latin America.

Other Experience**Wiley | Author**

Co-Author of Customer Data Platforms (2020), launched in #1 spot on Amazon for Business Marketing in December 2020.

McGraw Hill Business | Author

Co-author of Data-Driven, the Axiom Silver Medal Award winner for best business technology publication of 2019.

Random House | Author

Author of 6 popular food and drink books including The Bloody Mary, Ribs, The Ultimate Chili Book, Wing It, Hot Toddies, and Great American Beer.

EConsultancy | Author

Author of multiple whitepapers focusing on programmatic advertising: Best Practices in Display Advertising, Best Practices in Data Management, Programmatic Marketing: Beyond RTB, The New Mobile Display Ecosystem, and Programmatic Branding.

ELSY | Advisory Board Member (Sold to VideoAmp)

Advisor for data-driven media planning company.

Advertiser Perceptions | Customer Advisory Board

Advisor for marketing / advertising consultancy specializing in research and market intelligence. <https://www.advertiserperceptions.com/about-us/>

Education

Loyola High School (New York, NY) 1986

Connecticut College, BA, English (New London, CT) 1990