

# SHIBU MATHEW PHILIP

PROGRAM MANAGEMENT, STRATEGY AND OPERATIONS LEADER

## CONTACT

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## SKILLS

Digital Marketing  
Operations Management  
Program Management  
Global Team Leadership  
P&L Management  
Campaign Management  
Performance Marketing  
Partner Management  
Audience Development  
Project Management  
Growth Marketing  
Process Improvements

## EDUCATION

**Doctorate in Business Administration (DBA)**  
Graduated - 2019  
DePaul University (USA)

**Master of Technology in Engineering Management**  
Graduated - 2002  
Manipal University (IND)

**Bachelor of Engineering in Computer Engineering**  
Graduated - 2000  
Mangalore University (IND)

## PROFESSIONAL SUMMARY

Established project management and technology leader with proven expertise in leading successful programs in digital strategy, marketing, and operations management. Experience in leading global cross-functional teams with end-to-end ownership of strategy, planning, and operations to drive growth with scale and revenue impacts.

## WORK EXPERIENCE

**Principal Program Manager - Amazon Business (B2B) Advertising**  
Amazon Inc. Chicago, IL **07/2022- Present**

- Lead Program Manager (L7) for Amazon Business Ads with focus on demand generation and Business-to-Business (B2B) customer feedback / education programs working across Product, Engineering and Marketing teams to build B2B advertising experiences for advertisers and shoppers globally.
- Successfully led the first B2B pilot program for 50+ advertisers to test Sponsored Display advertising functionality on Amazon Business. Identified and managed channels to support training / education initiatives rollout and GTM process for strategic new advertising products developed for Amazon Business and B2B audiences with the YoY revenue impact of \$15M+.
- Set up process and reporting to delineate ad feedback for B2B advertisers and shoppers on Amazon Business. Developed analysis and tracking for monthly reporting from B2B feedback channels that directly supported the success of the advertising experiences for 7M B2B customers/ shoppers on Amazon Business.

**Senior Director - Paid Media & Distribution**  
Yahoo Inc. / Verizon Media Chicago, IL **02/2014 - 06/2022**

- Lead the central paid media team at Yahoo, working cross-functionally across all major Yahoo verticals, managing programs to drive audience (5B+PVs) and revenue growth through digital performance marketing, paid traffic acquisition, and partnerships programs. YoY revenue growth of +15%.
- Lead the day-to-day operations for online traffic acquisition campaigns and partnerships programs across the Yahoo brands, utilizing an annual budget of \$25M+ and delivering double-digit positive ROI growth.
- Scaled the Distribution program at Yahoo with multi-million-dollar revenue impact to the department P&L with complete ownership to adjust budget, tactics, and strategies based on learnings and opportunities.
- Successfully orchestrated the development and administration of scalable data-driven operations for ROI-driven distribution campaigns in collaboration with multiple partners, agencies, and internal stakeholders.
- Developed and implemented growth strategies with multiple agencies and partners to scale and optimize traffic acquisition using Native, SEM, Social, and Content Discovery channels to high-value campaigns on brands growing the budget over 2x based on performance.

## CERTIFICATIONS

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Digital Media Buying & Planning Certification from IAB (2021)

Reforge Growth Marketing Program (2020)

Project Management Professional (PMP) from PMI (2009)

Certified Scrum Master from Scrum Alliance (2007)

Certificate in Program Management from George Washington University (2007)

## RECOGNITIONS

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AOL worldwide award for exemplifying the AOL value - TEAMWORK awarded by the AOL CEO (2010).

AOL Achievement Award for Accountability and Collaboration awarded by the AOL CTO (2007).

Board Member for US-based nonprofit supporting education of underprivileged children globally.

DePaul University DBA Advisory Board Council Member (2020)

Visiting / Adjunct Faculty at DePaul University for Project Management and Operations Management (2021)

## WORK EXPERIENCE

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### Program Director - Audience Development, Strategy & Operations

AOL Inc. Dulles, VA

12/2010 - 02/2014

- Program Management Lead for the Audience Development strategy initiatives at AOL, which included overseeing paid content distribution, paid toolbar distribution, and traffic exchanges with total traffic impact of ~1B PVs.
- Formulated and nurtured key third-party traffic exchange partnerships with premium publishers (Fox, CNN, etc.) for AOL, resulting in 25M+ Page views to the AOL network each month, which lead to an overall 2x traffic impact.
- Controlled and directed day-to-day operations for multiple revenue share deals executed by the Biz Dev teams with premium partners like Yahoo, Samsung, MSN, etc. leading to improved tracking and revenue impact of \$10M.
- Operated as Chief of Staff to the Vice President of Audience Development, administering and monitoring multiple Senior Managers involved in implementing key traffic initiatives, measuring progress, and executing continuous improvements to maximize results.

### Technical Manager - AOL Lifestyle Engineering Group

AOL Inc. Bangalore, IND

10/2007 - 11/2010

- Oversaw all operations and directly managed a 40-member team involved in Engineering (Dev & QA), Project Management, and Operations for over 30 online brands under AOL Media Engineering Group.
- Orchestrated teams in the US and India to implement an agile development process with significant impact around transparency and accountability on tasks which guaranteed desired milestones were being met.
- Handled primary delivery and day-to-day operational responsibility for key AOL Media brands by the creation, development, and execution of key program strategies across the business in line with the product roadmap and strategic vision.
- Collaborated with the Product Management leadership teams to prioritize work items and share a global engineering team of 35 people across 30 individual AOL Media brands.

### Project Manager - AOL Content Engineering Group

AOL Time Warner Inc. Bangalore, IND

10/2003 - 10/2007

- Operationalized the central Feeds Factory projects across India, Ireland, and the US with matrix management of a cross-functional team of 20 members, which included Dev and QA engineers.
- Implemented a streamlined process with program process/guidelines to direct the team to successfully execute and release a backlog of 100+ partner intake work items to create a roadmap of work for the engineering team.
- Oversaw the successful rollout of process improvements to the 50+ member web services and publishing engineering team, resulting in enhanced tracking and visibility on the project status of multiple projects executed in parallel.