



RYAN NOVAK

PROFILE

Dynamic Sales Engineering leader with over 10 years of AdTech experience in driving business growth, leading technical integrations, and exceeding sales targets. Skilled in solving complex challenges, managing high-performance teams, and delivering innovative strategies that align with business objectives.

EXPERIENCE

SONOBI | ORLANDO | DEC 2021 – PRESENT

Head of Sales Engineering

- Manage a team of Sales Engineers, optimizing technical sales process through streamlined workflows and integration strategies resulting in increased efficiency and 50% improvement in deal close rates
- Developed and executed scalable sales engineering processes, reducing integration time from 90 days to 14 days on average, significantly improving client satisfaction
- Led cross-functional collaboration across sales, product, operations, and engineering teams (internal and external) contributing to consistently doubled year over year growth
- Developed innovative strategies that exceeded quarterly sales quotas by an average of 50%, driving consistent new business growth.
- Delivered technical presentations and product demonstrations to key stakeholders, supporting over \$100M in annual revenue

BRITEPOOL | ORLANDO | APR 2019 – NOV 2021

Sales Engineer

- Oversaw and executed end-to-end technical integration for large enterprise clients, delivering seamless onboarding experiences
- Provided technical sales support that contributed to the closing of high-value publishers and advertisers
- Oversaw detailed product rollout from initiation to development and sustainment, ensuring long-term satisfaction and ultimately the acquisition of the company

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SOCIALS

- <http://www.ryannovak.net>
- [linkedin.com/in/ryan-novak-385565a](https://www.linkedin.com/in/ryan-novak-385565a)

SKILLS

- Python
- Expert in SSP/DSP Platforms
- Data Analytics: Tableau, Snowflake
- Presentation & Communication
- Leadership & Strategic Decision-Making

EDUCATION

COMPUTER SCIENCE

Full Sail University / Orlando FL

CERTIFICATIONS

- IAB Digital Ad Operations Certification (DAOC)
- Google Ad Manager Certification

SONOBI | ORLANDO | FEB 2014 – APR 2019

Director of Technical Operations

- Provided strategic direction to external clients and publishers to complete deliverables within timelines and increase revenue.
 - Used various quantitative and qualitative techniques to help design and perform analytical assessments.
 - Updated and published standard operating procedures (SOPs) using stakeholder, customer and employee input and feedback resulting in clearer and more useful instruction for users.
 - Coordinated analytical and evaluative techniques to identify, consider and resolve technical issues.
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ADDITIONAL HIGHLIGHTS

- Proven success in leading large-scale, cross-functional initiatives to develop and refine ad-targeting products, driving measurable business outcomes.
- Experience presenting product roadmaps and strategy updates to C-level executives, ensuring alignment of organizational goals.
- Strong understanding of industry trends, including automated targeting, interest-based targeting, and machine learning applications for predictive bidding and traffic shaping.