
DAVID AMATO

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Professional Summary

As a senior leader and dealmaker, I specialize in identifying and creating transformative opportunities, cultivating strategic relationships, and delivering innovative solutions that drive measurable growth and profitability for media and technology companies. With a versatile skill set and a proven track record, I excel at pivoting between high-level strategy and hands-on execution, whether leading sales initiatives, managing key accounts, or guiding cross-functional teams to success. Passionate about exceeding ambitious targets, I thrive in dynamic environments that value integrity, creativity, and operational excellence, consistently delivering results that add long-term value.

Skills

Technical Skills:

- Pipeline Development
- SaaS Sales
- Search Marketing
- Search Technologies
- Product Partnerships
- Forecasting
- Consumer Search Applications

Soft Skills:

- C-Level Negotiations
- Collaboration & Networking
- Relationship Management
- Product-Market Fit
- Marketing Agency Partnerships
- Cross-Functional Consensus Building
- Strategic Communication

Experience

DIRECTOR OF BUSINESS DEVELOPMENT | 12/2022 – 12/2024

Team Internet

Responsibilities:

- Spearheaded pipeline development and guided product-market fit for an innovative contextual native ad unit, driving strategic alignment and market adoption.
- Sourced, negotiated, and closed high-value partnerships with digital publishers, agencies, and reseller partners, achieving consistent revenue growth and exceeding initial product launch targets.
- Designed and executed a comprehensive sales strategy, securing foundational deals and establishing a revenue-generating framework for the newly launched ad solution.
- Leveraged deep programmatic advertising expertise and publisher feedback to enhance ad delivery capabilities, enabling seamless integration with DSPs and expanded adoption of the native keyword ad unit.

SR. DIRECTOR, BUSINESS DEVELOPMENT AND AGENCY PARTNERSHIPS | 05/2018 - 10/2022

Ask Media Group

Responsibilities:

- Drove 3x business growth within two years by sourcing, qualifying, and negotiating strategic search partnerships with 3rd party marketing agencies and paid media buyers across North America, Europe, Israel, and Japan.
- Oversaw end-to-end partner management, including site/page setup, reporting, and ongoing business development, ensuring revenue targets and AMG contribution margins were consistently achieved.

- Expanded monetization strategies with Google (AFS/AFD), Bing, and Yahoo!, while diversifying product partnerships in lead generation, email marketing, online games, native advertising, and editorial content.
- Served as the primary liaison for major search advertising partners—Google, Microsoft, and Yahoo!—fostering strong collaboration to optimize performance marketing initiatives.

DIRECTOR, BUSINESS DEVELOPMENT | 05/2017 - 05/2018

Aiudo

Responsibilities:

- Pioneered customer pipeline development as the sole business development resource, targeting licensing (SaaS) opportunities with device makers, wireless carriers, app developers, and voice assistant platforms.
- Negotiated and secured the company's first major license and distribution agreement with Motorola, establishing a foundational revenue stream and market credibility.
- Conducted market qualification and analysis to shape strategic revenue plans, optimizing timing and focus on high-value target segments, including restaurant chains looking to increase ordering from mobile app and integration with existing POS systems.
- Managed social media and marketing programs, driving consumer adoption, app downloads, and enterprise lead generation while serving as a key member of the executive leadership team.

BUSINESS DEVELOPMENT AND STRATEGY (CONTRACT ROLE) | 11/2016 - 03/2017

Quixey

Responsibilities:

- Recruited by the CEO to drive business development during a company pivot, focusing on identifying and qualifying distribution partnerships across multiple verticals.
- Conducted in-depth market research and prospect engagement to refine strategy, disqualifying low-potential markets and advocating for deeper focus on high-value segments such as OEMs and AI platforms.
- Built and maintained a robust sales and revenue pipeline, delivering detailed weekly status reports to the CEO to inform strategic decision-making.
- Played a key role in shaping the company's turnaround efforts by aligning business development initiatives with market opportunities and organizational goals.

SR. DIRECTOR, BUSINESS DEVELOPMENT AND STRATEGIC PARTNERSHIPS | 01/2013 - 10/2016

IAC Publishing

Responsibilities:

- Analyzed portfolio data and industry trends to identify and execute revenue-generating partnerships for IAC Publishing brands, including Ask.com, Ask.FM, About.com, Dictionary.com, Investopedia, and The Daily Beast.
- Addressed ad-blocking revenue loss for two portfolio brands by evaluating solutions, selecting PageFair, and negotiating a deal that recovered \$500K in revenue within six months.
- Developed and executed a strategic content operations plan, negotiating service agreements to meet quality and cost objectives, resulting in the publication of over 500K pieces of new content and exceeding ROI targets for the Social Brands unit.
- Acted as the strategic lead and primary liaison with Facebook, Twitter, Pinterest, and Snapchat, building relationships that secured early access to Facebook Instant Articles and co-developed innovative products with Twitter and Pinterest.

DIRECTOR, BUSINESS DEVELOPMENT AND STRATEGIC PARTNERSHIPS | 07/2008 - 01/2013

IAC Search & Media

Responsibilities:

- Identified and secured strategic business opportunities for Ask.com, Dictionary, Urbanspoon, and nRelate, driving product and revenue diversification across multiple verticals.

- Developed and managed a portfolio of 40+ content and advertising partnerships, including Amazon, Healthline, Yahoo!, and Microsoft, achieving over \$10M in annual contribution within 24 months.
- Played a key role in transforming Ask.com from a traditional search platform to a content-driven Q&A destination, doubling answer impressions, boosting user satisfaction by 35%, and increasing user retention.
- Launched high-impact content channels such as Deals and Health, generating material revenue within the first year, and established a display advertising program by sourcing partnerships and technologies to optimize monetization.

DIRECTOR, BUSINESS DEVELOPMENT | 04/2007 - 07/2008

ShoZu

Responsibilities:

- Spearheaded global distribution efforts for the ShoZu service, partnering with wireless operators, handset OEMs, and consumer web services to expand reach and revenue streams.
- Negotiated and secured a multi-year global distribution agreement with Motorola, resulting in the preloading of ShoZu on Motorola devices worldwide.
- Established “on-deck” distribution agreements with major wireless carriers, including AT&T, T-Mobile, and US Cellular, driving user adoption and market penetration.
- Sourced and structured API access agreements to enhance product capabilities, diversify revenue sources, and strengthen ShoZu's competitive positioning in the mobile social media space.

DIRECTOR OF SALES, MOBILE PRODUCTS | 03/2003 - 04/2007

ArcSoft

Responsibilities:

- Defined and implemented a global OEM distribution strategy for mobile products, establishing a market-leading business unit within two years and achieving \$10M in annual revenue by the third year.
- Negotiated a multi-year, multimillion-dollar technology licensing agreement with Motorola, enabling camera and editing capabilities for iconic devices such as the MOTORAZR.
- Secured a strategic partnership with Sprint to distribute consumer software for wireless printing, expanding product reach and market penetration.
- Managed a five-person sales team, driving a 35% year-over-year revenue increase and maintaining a robust sales opportunity funnel to achieve quarterly revenue and forecasting targets.

BUSINESS DEVELOPMENT, INTERNET SERVICES (SAAS) | 06/2001 - 03/2003

Responsibilities:

- Defined go-to-market strategy and established revenue targets for one of the web's first photo-sharing SaaS platforms within the Internet Services business unit.
- Secured and executed a high-value agreement to build, deploy, and manage HP Photo, generating over \$1M in incremental annual revenue.
- Led the development and launch of Club Nokia's “Photo Zone,” the company's first converged web/mobile services portal, enhancing user engagement and brand presence.
- Delivered a 50% increase in online revenues for NikonNet by driving continuous content optimizations and implementing data-driven strategies.

Education

University of California, Riverside - Bachelor of Arts

Business Economics