

DANIEL ALONSO

Co-founder and CEO

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PROFESSIONAL SUMMARY

Business development leader with over 25 years of experience driving multi-million-dollar revenue growth across media and technology sectors; spearheaded \$150M+ in revenue growth while achieving a 40% increase in customer acquisition within the first year. Successfully built and led teams to launch innovative products, including securing a \$1.5M sales pipeline within one month as Co-founder and CEO of CETEVE. Recognized for transforming operations at Twitter to achieve consistent revenue growth despite team reductions.

SKILLS

Technical skills: Audience Analytics, Strategic Partnerships, Digital Media Platforms, CTV Buying, Data-Driven Campaigns, Content Monetization, Revenue Tracking, Market Insights, CRM Tools

Dynamic Executive skills: Team Leadership, P&L Management, Market Expansion, Investor Relations, Stakeholder Management, High-Level Communication, Operational Efficiency, Crisis Management

Advanced Product Strategy skills: Product Development, Business Growth, Networking, Go-to-Market Strategy, Sales Pipeline, Market Entry, Brand Positioning, Pricing Strategy

Additional Skills: Cross-Functional Collaboration, Public Speaking, Negotiation, Team Building, Client Relationship Management

PROFESSIONAL EXPERIENCE

Co-founder and CEO

CETEVE – Miami, FL | October 2022 - Present

- Built and led a founding team of 10+ specialists, launching a core CTV product that secured a \$1.5M sales pipeline within the first month through a data-driven, market-differentiated offering.
- Established 5+ strategic partnerships with global leaders in media analytics, driving a 30% increase in revenue streams and solidifying competitive positioning in the CTV media buying space.
- Secured and managed supply and demand partnerships with 10+ key agencies and advertisers, resulting in a 40% expansion of market offerings and significantly enhancing media investment flow.
- Administered P&L management and implemented strategic pricing, generating \$3M+ in annual revenue with a 25% profit margin in the first fiscal year.
- Prospected, pitched, and closed funding rounds amounting to \$2M, obtaining essential capital and solidifying a leadership position in CTV audience analytics during the early development stage.
- Amplified brand presence through 10+ industry panels, keynote addresses, and articles, resulting in a 20% boost in market recognition and inbound inquiries.

Regional Head, Global Content Partnerships Canada/Latin America/USHP

TWITTER, INC. – Miami, FL | January 2019 - June 2022

- Transformed regional operations by implementing streamlined processes, leading to 100% achievement of content KPIs and 21% year-over-year revenue growth, even with a 50% reduction in the Latin American team size.
- Directed a cross-functional team of 11 Partner Managers across 4 countries, optimizing content procurement and distribution efforts and enhancing engagement with Tier 1 media partners in 7 territories.
- Cultivated strategic relationships with key media companies in Brazil and Mexico, resulting in record revenue streams and unlocking significant sales opportunities, thereby solidifying Twitter's competitive position in these markets.
- Advanced leadership initiatives by moderating international panels and creating industry presentations, reinforcing Twitter's reputation as a leader in content distribution and enhancing the value proposition.
- Elevated employee engagement by consistently achieving above-average Pride scores, fostering a collaborative and inclusive team environment that spanned multiple teams and territories.
- Prospected, pitched, and closed funding rounds totalling \$2M, securing capital and establishing a leadership position in CTV audience analytics during the initial growth phase.

Senior Vice President, Global Business Development

IMS INTERNET MEDIA SERVICES, INC. – Miami, FL | March 2018 – November 2018

- Spearheaded global business development initiatives across 7 business units, driving a \$35 million revenue pipeline through strategic partnerships with major digital publishers like Twitter, Twitch, and Spotify.
- Evaluated and prioritized growth opportunities by implementing effective go-to-market strategies, resulting in a 25% increase in partnership activations and enhanced market penetration across Latin America.

- Developed the Mobile Performance Unit for Latin America, successfully executing new channel opportunities on platforms such as Twitter and Snapchat, which contributed to a 15% growth in mobile revenue within the region.

Vice President, Business Development

IMS INTERNET MEDIA SERVICES, INC. – Miami, FL | March 2013 – March 2018

- Piloted sales initiatives across 10 business lines in the U.S. territory, generating \$20 million in revenue in 2015 through the acquisition of key partnerships with leading media companies.
- Established high-level relationships with content publishers, securing exclusive representation agreements for major brands such as Spotify, Foursquare, and Electronic Arts, significantly enhancing IMS's competitive edge in Latin America.
- Facilitated contract negotiations and deal structures that ensured sustainable, profitable partnerships, resulting in a 30% increase in overall profitability for partnered business units.
- Developed and mentored vertical teams across Brazil, Mexico, and the U.S., guiding new partners from initial onboarding through business maturation and achieving profitability milestones.
- Recommended strategic initiatives that reshaped the sales approach, introducing a horizontal collaboration model that maximized cross-vertical efficiencies and resulted in significant growth in 2014.

Vice President, Business Development

TERRA NETWORKS – Miami, FL | July 2012 – March 2013

- Championed contract negotiations for content, media sales, and technology partnerships, resulting in 20% growth in revenue through strategic alliances within the digital media landscape.
- Formulated a comprehensive content partnership strategy, successfully engaging key partners that increased audience reach by 35%, enhancing Terra's market position.
- Implemented a multi-platform distribution campaign, collaborating with 15 major players to promote a global Terra event, which drove a 25% increase in attendance and media coverage.

Senior Director, Marketing - Univision Enterprises

UNIVISION COMMUNICATIONS, INC. – Miami, FL | February 2010 – July 2012

- Led the marketing strategy across all divisions of Univision Enterprises, driving a 40% increase in sales through targeted advertising channels and consumer insights focused on the Hispanic market.
- Executed comprehensive marketing campaigns for complex products, achieving a 30% increase in subscriptions and successful national rollout, meeting all key performance indicators.
- Managed C-level relationships with program partners and advertising agencies, securing strategic collaborations that enhanced brand visibility and increased engagement across multiple platforms.

ACCOMPLISHMENTS & ACHIEVEMENTS

- Accelerated revenue growth by generating over \$150M across multiple markets through innovative business strategies and building high-performing teams, achieving a 40% increase in customer acquisition during the initial launch phase.
- Established more than 10 strategic partnerships with top-tier media analytics firms, leading to a significant boost in revenue streams and enhancing competitive positioning in the CTV landscape.
- Revamped operational processes in regional content partnerships, achieving 100% of content KPIs and facilitating a 21% year-over-year revenue increase despite significant team reductions.
- Created a Mobile Performance Unit that executed channel opportunities on platforms like Snapchat and Twitter, resulting in a 15% growth in mobile revenue across Latin America.
- Executed comprehensive marketing campaigns at Univision, culminating in a 35% increase in sales and a 30% boost in subscriptions through deep insights into Hispanic consumer behaviour.

EDUCATION & CERTIFICATION

Master of Business Administration in *Double Major in Marketing & Management* | University of Miami, FL | May 2003

Bachelor of Music Business & Entertainment Industries in *Minor in Marketing* | University of Miami, FL | May 1997

ADDITIONAL INFORMATION

- Twitter Wharton Executive Education Program 2019 • IMS Stanford University Executive Program in Leadership, Innovation and Design Thinking - Stanford University, Graduate Business School, CA September 2012, 2013, 2014, 2015, 2016
- Fluent in English and Spanish, with professional proficiency in Portuguese, conducting all internal and external meetings in Brazilian Portuguese.