

# Aron Robert Schatz

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## PROFESSIONAL SUMMARY

IAB award-winning tech executive with deep expertise in product strategy, software architecture, and AI/ML. I build products from 0 to 1, scale them with precision, and lead high-performing teams to deliver results. Known for driving innovation in internet technology, programmatic advertising, and ad serving. A strategic leader and mentor, I shape bold product visions, define company roadmaps, and execute go-to-market plans that make real impact.

## PROFESSIONAL EXPERIENCE

**Product Consulting - Email** | January 2024 - November 2024

**RevContent**, Sarasota, FL

*Performance content recommendation network. Built the entire email monetization business from 0 to 1. Created a new revenue model with minimal engineering effort while decreasing onboarding time for customers to generate revenue.*

- Spearheaded product strategy and innovation for email monetization, driving revenue growth.
- Engineered targeted email advertising products, enhancing consumer experience and monetization.
- Streamlined onboarding processes, reducing client setup time by 30% through technical integrations.
- Defined and analyzed KPIs, iterating strategies using market trends and customer feedback.
- Partnered with sales teams to tailor go-to-market strategies, boosting client retention.

**Director of Publisher Products** | August 2021 - November 2023

**DoubleVerify**, New York, NY

*Ad verification and measurement. Spearheaded the reorganization of the publisher product department to unify product lines to gain increased engineering productivity by working on a single code base while maximizing process efficiency.*

- Directed and mentored a team of product managers, cultivating leadership and growth.
- Transformed roadmapping processes with strategic vision and data driven planning.
- Unified diverse services across products to enhance operations and efficiency.
- Advocated for industry standards as an IAB thought leader, shaping VAST and OpenRTB.
- Enhanced engineering productivity by overhauling workflows and triage systems.

**Head of Product and Data** | October 2018 - August 2021

**Jeeng** (Acquired by OpenWeb), Bridgewater, NJ

*Email monetization ad network. Established the product organization from scratch. Standardized collaboration across engineering groups to enable more complex feature development to be planned and implemented effectively.*

- Established and led a product management organization, aligning operations with strategy.
- Delivered measurable improvements in CPM performance through data science and AI/ML modeling.
- Fostered collaboration, increasing sprint velocity by 40% and streamlining product development.
- Standardized engineering practices to support simultaneous project execution.
- Strengthened cross-functional communication, improving customer satisfaction and retention.

**Senior Director, Product Management** | October 2016 - October 2018

**ViralGains**, Boston, MA

*Video DSP. Crafted a new revenue model and product from 0 to 1. Led product initiatives that drove growth, boosted efficiency, advanced ad engagement tech, and improved user experience.*

- Designed and launched a cutting edge ad engagement platform, achieving 141% YoY growth.
- Innovated patent-worthy technologies, submitting two provisional patents for groundbreaking solutions.
- Coordinated global teams through agile practices, ensuring timely product launches.
- Developed and optimized user experience, analytics, and reporting capabilities.
- Reduced operational costs by implementing COTS solutions and strategic infrastructure changes.

## **Head of Product (Consultant) | May 2016 - October 2016**

### **RevLift, Bridgewater, NJ**

*Revenue partner. Optimized workflows and client satisfaction through structured processes, best practices, and cross-functional team management.*

- Overhauled workflows to triple development productivity and streamline project delivery.
- Captured requirements and created user workflows, ensuring alignment with client goals.
- Facilitated SCRUM meetings to prioritize and deliver tailored client solutions.
- Designed wireframes to support product development and customer-centric strategies.

## **President and CEO | March 2015 - May 2016**

### **ASE Interchange, Bridgewater, NJ**

*Founded and scaled a programmatic exchange, using agile methods and algorithms to drive efficiency and revenue.*

- Pioneered a scalable programmatic exchange processing over 10,000 QPS with COTS software.
- Devised proprietary algorithms for efficient traffic routing, maximizing revenue.
- Built a web-based control panel, simplifying operations across multiple stakeholders.
- Instituted agile product development processes to drive operational excellence.

## **Head of Product | May 2014 - March 2015**

### **Beachfront Media, Ormond Beach, FL**

*Streamlined product management processes, boosting productivity and improving release timelines.*

- Innovated product management processes, doubling on-time releases and boosting productivity by 100%.
- Resolved technical bottlenecks and coached engineering teams to deliver high-impact solutions.
- Executed SDK launches and developed a next-generation video ad-serving platform.

## **Senior Consultant | January 2014 - May 2014**

### **Xaxis, Bridgewater, NJ**

*Advised on IAB standards and managed technical integrations to ensure seamless ad experiences for clients.*

- Advised engineering teams on IAB standards (MRAID, VPAID, VAST) as a subject matter expert.
- Coordinated SDK development across offshore teams, delivering solutions on time and to spec.
- Guided technical integrations, ensuring compliance with client and industry requirements.

## **Director of Integrations | April 2011 - January 2014**

### **Mocean Mobile (Acquired by PubMatic), New York, NY**

*Led technical integrations and product innovations, significantly enhancing platform scalability and adoption.*

- Designed and deployed the first MRAID2-compatible SDK, cutting support tickets by 40%.
- Championed customer onboarding, driving a 20% increase in platform adoption.
- Managed cross-functional product lines, balancing strategy and tactical execution.
- Advanced IAB standards, shaping MRAID2 and pushing industry innovation forward.

## **ACCOMPLISHMENTS**

- Patent Issued: Machine Learning-Based Media Content Sequencing and Placement (11,270,337) - Granted 2022-03-08
- 2023 IAB Tech Lab Service Excellence Award for work with Digital Video Standards
- 2021 IAB Tech Lab Service Excellence Award for work with Digital Video Standards
- 2020 IAB Tech Lab Service Excellence Award for work with the SIMID and Video Working Groups
- 2012 IAB Service Excellence Award for work with the MRAID2 Working Group

## **EDUCATION**

**Bachelor of Engineering, Computer Engineering, Stevens Institute of Technology, Hoboken, NJ | 2005**

**Master of Engineering, Network Information Systems, Stevens Institute of Technology, Hoboken, NJ | 2006**