

# GLEN AMES

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## SUMMARY

A product exec, providing leadership to global software development teams. I have built products and teams focused on highly transactional data systems and have particularly strong experience in Ad Tech platforms. With 20 years working at major tech companies in California, I am currently based in London.

## EXPERIENCE

### **CAPTIFY** / VP PRODUCT & CTO

FEB 2015 - PRESENT / LONDON, UK

I have built a 50-person strong product and engineering team across offices in London and Kiev. Together we have created the Captify search retargeting platform which currently processes over a billion events per day. For each event, machine learning is applied to derive intent from users search behaviours and optimize programmatic advertising.

### **TURN** / SENIOR DIRECTOR PRODUCT

OCT 2012 - FEB 2015 / LONDON, UK

At Turn I managed the team responsible for the Turn DSP, with particular focus on enhancing the analytics and reporting capabilities. Our actionable insights provided a real time ability for users to optimise programmatic advertising campaigns. Turn was known in the industry as a high-performance demand side platform - it has subsequently been acquired by Singtel.

### **AT&T** / SENIOR DIRECTOR PRODUCT & ENGINEERING

JUN 2011 - OCT 2012 / SAN FRANCISCO, USA

AT&T wanted to leverage their huge data reach to create a highly-personalized advertising platform. I managed the product and engineering team to build their data management platform which leveraged the Turn DSP for delivery.

### **GLAMRUSH** / CO-FOUNDER

MAY 2011 - DEC 2011 / SAN FRANCISCO, USA

I Co-Founded Glamrush as the technology lead, building the initial prototype which included a social marketing and e-commerce platform. The company focused on providing viral marketing to enable cosmetic brands to introduce new products to market. We exited with a company sale.

## **LIKELIST** / DIRECTOR PRODUCT

OCT 2009 - MAY 2011 / MOUNTAIN VIEW, USA

Applying social recommendations to business search, LikeList attempted to leverage the trust network as a mechanism for local businesses to communicate and build relationships with their advocates. As product lead I released both the consumer web application and business portal.

## **MAPQUEST** / DIRECTOR PRODUCT MANAGEMENT

2008 - OCT 2009 / MOUNTAIN VIEW, USA

When joining AOL-MapQuest the advertising page weight was over 30%, with a mandate to reduce page weight but retain revenue. I introduced bespoke targeted advertising options which increased CPM rates and reduced advertising page weight to <10%. Increases in consumer experience were obvious, yet revenue was improved.

## **YAHOO!** / SENIOR PRODUCT MANAGER

2005 - 2008 / SUNNYVALE, USA

At Yahoo! I owned the Geo-Targeting and Demographic Targeting platforms for both advertising and website groups. The advanced capabilities to target users based on specific Geo and Demo profile enhanced personalisation and increased revenues, the product influenced over \$500 million of advertising revenue and drove the Yahoo! home page.

## **CHINA.COM** / SENIOR PRODUCT MANAGER

2002 - 2005 Vancouver, CA

Managed the Pivotal MarketFirst CRM platform - providing fully configurable marketing automation

## **NORTEL NETWORKS** / SENIOR PRODUCT MANAGER

1999 - 2002 SAN JOSE, CA

Managed the Clarify Sales CRM platform, now forming part of the Amdocs platform

## **SILVACO INTERNATIONAL** / SOFTWARE ENGINEER

1995 - 1999 SAN JOSE, CA

Led development of the Silvaco device simulation visualization platform in C++

## EDUCATION

**De Montfort University** / BSc INFORMATION TECHNOLOGY  
1991 - 1995 – LEICESTER, UK

## PATENTS

- I. Automated Clustering of records, Biased by supervised classification processing
- II. System and method for facilitating interactive selection of clusters and presentation of related datasets
- III. Guided cluster attribute selection
- IV. System and method for facilitating interactive selection and presentation of datasets
- V. Dynamic cluster visualization
- VI. Determination of sampling characteristics based on available memory
- VII. Visual interface to indicate custom binning of items
- VIII. Interactive aggregation of data on a scatter plot
- IX. User interface for graphically representing groups
- X. Exporting aggregated and un-aggregated data
- XI. Solution for real time parking search and optimization
- XII. Modulation of Geo-Targeting confidence thresholds in network advertising systems