

COLIN WILLIAMS

Client Relations | AdTech | Account Management | Partnerships

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Summary

A performance-based advanced media & marketing professional with a passion for solving the unnoticed.

I build and maintain quality relationships through strategic solutions.

Work

VP, Client Solutions

Jan 2024 - Current

Digilant

- Developed and executed a comprehensive go-to-market strategy, resulting in net new revenue .
- Aligned business objectives with market opportunities, collaborating with cross-functional leaders to design and implement programs that achieved corporate goals.
- Identified and developed new solutions, enhancing competitive edge and market presence.
- Built and managed strategic partnerships with media, data, and technology leaders, creating scalable solutions and driving business growth.
- Analyzed buyer needs and developed compelling service positioning and messaging for sales, resulting in increased customer satisfaction and retention.
- Collaborated with marketing to successfully launch new offerings
- Designed and executed a robust sales enablement plan, driving sales adoption and ensuring competitive readiness.
- Established and formalized reporting tools and processes to monitor and achieve sales objectives, enhancing transparency and accountability.
- Worked closely with sales teams and customers to evaluate needs and present tailored solutions, further enhancing customer satisfaction and retention.
- Provided strong leadership and mentorship to the Solutions Engineering team, fostering innovation in their work.

Director, Sales Enablement - Customer Success

Jul 2021 - Jul 2023

Madhive

- Built and led a high-performing Sales and Revenue Enablement team, driving the successful implementation of product GTM, onboarding, and sales training programs.
- Conducted client-facing Challenger & Consultative Sales trainings, equipping sales teams with in-depth knowledge of the industry ecosystem, product positioning, value proposition, and objection handling techniques.
- Managed key client accounts, identifying upselling opportunities and providing account management support for sales training through needs analysis.
- Created a comprehensive Customer Success onboarding program, incorporating ongoing internal feedback mechanisms to streamline operational processes and reduce bottlenecks.
- Developed industry and platform certification programs for internal stakeholders and clients' field sales teams, enhancing their expertise and credibility in the market.
- Implemented an enterprise Learning Management System (LMS) to automate and streamline L&D and sales training tools, resulting in a 40% reduction in manual, labor-intensive activities.
- Collaborated with marketing, product, sales, clients, instructional design teams, and industry SMEs to develop sales activation strategies, ensuring alignment and maximizing the impact of enablement initiatives.
- Established a process to improve client relations by leveraging successful enablement and L&D programs across cross-functional teams, including Customer Success, Sales, and Product.
- Developed innovative L&D strategies to increase CTV/OTT SaaS platform adoption with new clients in the FAST streaming video

Education

Bachelor's Degree

Savannah College of Art & Design (ATL)

Digital Marketing & Communications

Skills

Client Relations/Customer Success

I lead pre and post-sale client success for various advanced media platforms, build and maintain long-term relationships with key clients and partners, to deliver data-driven insights and optimization strategies to exceed quota.

Media Mix Alignment

From programmatic, display, search, email, UX, social, video, CTV/OTT, native, IoT, influencer and vendor management, to DOOH and experiential activations, I align the complex within the advanced media ecosystem to deliver measurable results.

Advanced Video Strategy

Be it OLV, CTV, linear or mobile, I help define the challenge and provide the video strategy, audience tactics, and activation to deliver performance through ongoing optimization.

Sales & Revenue Enablement

Through L&D gaps and needs analysis, I provide the tools, training and coaching to enable sales and account teams to thrive.

Consultative & Challenger Sales Approach

I use the philosophy of selling through education and analysis by developing a deep understanding of client needs & business goals to capitalize on opportunities through focused, empathetic discovery.

Vendor Management

Sourcing and coordinating with multiple service providers, ensuring that projects are delivered efficiently, cost-effectively, and with the highest quality, thereby enhancing the overall impact and success of advertising campaigns.

Sales Activation

I will ensure efficiency in getting the right message delivered at the appropriate time from prospect to post-sale and delivery efficiently for optimal adoption.

Market & Competitive Analysis

Through market trends, vertical analysis, case studies, networking and events, I ensure the competition is always on radar.

Resource Allocation

I provide needs analysis and the most cutting-edge technology platforms and integrate them to provide a holistic systematic and operational efficiency.

ecosystem, resulting in a 20% increase in incremental revenue.

Advanced Media & Sales Enablement Lead Sep 2017 - Jun 2021

Effectv

- Served as the subject matter expert and closing agent for multiple sales teams, ensuring the achievement of newly introduced revenue quotas through effective product marketing and awareness strategies.
- Analyzed and optimized complex digital media strategies for clients, resulting in the successful closure of annual renewals worth over \$1MM in local ad sales.
- Developed and implemented ad-hoc product lead generation, marketing strategies and coaching programs for 28 quota-carrying field sales representatives, enhancing their sales capabilities and driving revenue growth.
- Managed client relationships, fostering alignment and collaboration across sales, ad operations, and sales leadership to deliver seamless and effective solutions.
- Identified client pain points, effectively handled objections, and managed conflicts to ensure client satisfaction and successful outcomes.
- Provided coaching and training to hundreds of local and regional sales representatives, equipping them with advanced TV advertising knowledge and driving sales targets, resulting in an average 20% YoY increase in digital revenue
- Defined and implemented local and regional product marketing and sales activation processes, instilling confidence in client adoption and driving internal sales for CTV, OTT, and digital media solutions.

Director of Digital Media Marketing Jan 2009 - Aug 2017

The Cross Agency (TCA.tv) - by Omnicom Group

- Built and led the digital media department from the ground up, achieving a remarkable increase in annual revenue from \$300K to \$2MM within four years.
- Implemented innovative strategies and tactics that resulted in a 141% increase in digital revenue in the first year.
- Scaled key accounts, including Credit Karma, 23andMe, Flipp, Polk Audio, ClosetMaid, Mountain House, Ring, Yellow Tail, AAG, Feld Entertainment, FedPro, Inc., Lakewood Church, Liberty University, and more.
- Served as the primary Account Manager for all digital media and advanced media solutions, specializing in lead generation, direct response, and brand image campaigns.
- Introduced programmatic and OTT media buying to the agency, scaling client campaigns and maximizing their reach and impact.
- Developed and maintained strong client relationships, ensuring effective communication and understanding of their digital marketing needs.
- Hired and managed a small team of six campaign managers, programmers, ad operations, and data scientists, fostering an efficient and high-performing digital team.
- Proactively identified client pain points, handled objections, and utilized conflict management techniques to resolve issues and maintain client satisfaction.
- Continuously sought out and introduced new opportunities in digital solutions for lead generation, DTC, B2B, DRTV, and direct response clients, resulting in an average revenue growth of 30% YoY.
- Coached and trained agency leadership and account managers on digital media analytics and advanced media solutions, leading to widespread adoption and increased account revenue.
- Established strong relationships with DTC advertisers, advertising agencies, and advertising tech vendors across various industries, including financial services, healthcare, retail, technology, CPG, and more.

Negotiations

From RFPs and SLAs to MSAs and IOs. I use a consultative approach in delivering the most out of a deal.

Building Teams

Through my years of experience, I will find the best talent when they are most needed.

Problem Solving

Give me a problem. I commit to solve it. I approach it from every angle to find the most appropriate solution by building operational and systematic efficiencies across internal and external stakeholders.

Core Competencies

- Avid Learner
- Direct Response
- Integrated Marketing
- Conflict Management
- Project Management
- Sales Enablement
- Client Relationships
- Media Measurement & Attribution
- Video Editing / Audio / Graphic Design
- Problem Solver
- Lead Generation
- Programmatic Media
- Marketing Strategy
- Empathetic Leadership
- Communication
- Marketing Automation
- OTT / CTV Advertising
- Teamwork
- Marketing Data Analysis
- Inquisitive
- Flexibility & Adaptive
- Excel Under Pressure
- Creative Ideation

Highlights

- Built a high-performance sales and product enablement department from the ground up
- Founded production/post-production company serving over a dozen ad agencies in the Southeastern US for over 7 years
- Hosted effective product training and enablement vILT sessions to audiences over 350 resellers and sales leaders
- Designed online ad monetization and ad sales platform for industry publication Programming Insider (*formerly TV Media Insights*)
- Featured in Jacksonville Business Journal for innovation in SMS mobile marketing for local advertisers and advertising agencies
- Featured in MARKEE Magazine for cutting-edge video production and post production services
- Awarded 2 Addy Awards & 5 Telly Awards for outstanding creative video execution
- PADI Advanced Open Water Scuba Diver

Tools

- Programmatic DSP
- AI Prompt Engineering (Copilot, ChatGPT, Bard/Gemini, etc.)
- WorkRamp (LMS)
- Salesforce
- Slack
- Monday
- LinkedIn Sales Navigator
- Adobe Creative Cloud
- Google Analytics
- Google Campaign Manager 360
- Google Workspace
- Gong
- Data.ai
- Zendesk
- Appollo.io
- Facebook Ads Manager
- Twitter Ads
- Marketo
- LinkedIn Sales Navigator
- The Trade Desk
- Samsung Ads DSP
- Xandr
- TikTok Ads Manager
- Mailchimp
- Criteo
- Microsoft Office/365
- Looker
- Datorama
- Tune
- SQL
- HTML
- SurveyMonkey
- SimilarWeb