

LYSANDER (LEE) RODRIGUEZ

Sales & Business Development Leader | Ad Tech & Programmatic Media | Luxury Real Estate GTM | 12+ Years

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SUMMARY

Hunter-minded sales and business development leader with 12+ years driving new business and revenue growth across ad tech and programmatic media (CTV, OTT, video, audio, display, DOOH, DSPs, and SSPs), most recently building the U.S. East Coast business development pipeline for a Miami-based luxury real estate marketing and GTM agency. Proven in full-cycle, consultative selling and strategic account growth with enterprise brands and agencies, delivering 120% of annual quota.

KEY ACHIEVEMENTS

- Delivered 120% of annual quota while driving \$4-6M in quarterly revenue growth (MiQ)
- Increased programmatic revenue 200% (\$1M to \$3M+) by integrating CTV into the core product suite (WideOrbit)
- Closed \$700K in net-new enterprise revenue with Omega, Range Rover Sport, Verizon, and Monks (Forbes Media)
- Generated \$600K in incremental revenue through cross-channel campaigns (CTV, Audio, Display, DOOH)
- Improved advertiser engagement 35% using first-party data and contextual targeting

SKILLS

Sales & BD: New Business (Hunter/Prospector), Full-Cycle Sales, Pipeline Growth, Consultative & Value-Based Selling, GTM Strategy, Negotiation & Deal Structuring, Relationship Management, Retention, MEDDIC

Ad Tech & Media: Programmatic Strategy, CTV, OTT, Video, Audio, Display, DOOH, DSPs, SSPs, First-Party Data, Contextual Targeting

Tools: Salesforce, HubSpot, Pipedrive, MediaRadar, LinkedIn Sales Navigator

EXPERIENCE

Director of Business Development, U.S. East Coast (Contract) | Apr 2026 - Oct 2026 (Contract ended)

Elephant Skin | Remote, Tampa Bay

- Owned U.S. East Coast business development for a Miami-based luxury real estate GTM agency serving ultra-luxury and pre-construction projects
- Built and managed a high-volume prospecting pipeline targeting luxury developers, branded residence projects, architects, and capital partners across Florida and national markets
- Led consultative outreach on absorption velocity, margin protection, and integrated GTM, using proof points including Marriott, Brookfield, Hilton, and Royal Caribbean; maintained Pipedrive CRM discipline with an outreach automation contractor

Programmatic Business Development Manager, North America (Contract) | 2024-2025 (Contract ended)

M&C Saatchi Performance | Remote, Tampa

- Launched a GTM programmatic managed services strategy across CTV, Display, Video, Audio, and DOOH
- Drove 5x outreach KPI, securing 2-3 weekly client meetings and expanding pipeline through data-led engagement
- Represented the agency at POSSIBLE Miami, Digiday, and PI Live to showcase AI-driven, performance-based solutions

Programmatic Sales Manager | 2023-2024 (Company-wide layoff)

Forbes Media | Remote, Fort Lauderdale

- Closed \$700K in net-new revenue across enterprise accounts (Omega, Range Rover Sport, Verizon, and Monks)
- Exceeded weekly outreach KPIs by 50%+, driving new pipeline via multichannel prospecting to VP and C-suite personas
- Leveraged ForbesOne first-party audience segments for contextual targeting, increasing advertiser engagement 35% and improving conversion across programmatic and sponsorship campaigns

Senior Programmatic Account Executive | 2022-2023 (Company-wide layoff)

MiQ | Southeast (Remote, Fort Lauderdale)

- Drove \$4-6M quarterly revenue growth across Zimmerman/Omnicom and independents, delivering 120% of annual quota
- Expanded portfolio by 9+ new accounts through consultative sales and strategic upselling
- Led cross-functional teams deploying data-driven programmatic strategies, improving campaign performance 30% and client retention

Programmatic Account Executive, Audio & CTV | 2020-2022

WideOrbit | Remote (NYC & FL)

- Increased programmatic revenue 200%, from \$1M to \$3M+, by integrating CTV into the core product suite
- Built supply partnerships across audio and CTV ecosystems; collaborated with product on SSP enhancements
- Consistently exceeded ACV targets through relationship-based selling and post-sale growth

Account Management & Customer Success Roles | 2014-2020

AdsWizz, Eyeview, AdColony, Epsilon | New York, NY

- Managed 100+ advertiser and agency relationships, delivering 100%+ of client ROAS, CPA, and retention goals and driving multichannel adoption and renewals across a \$1M+ book of business

CERTIFICATIONS & EDUCATION

Certifications: The Trade Desk, Walmart Connect, Yahoo DSP, StackAdapt, Meta Analytics, Criteo, Amazon DSP

Education: LaGuardia Community College, Marketing