

JOSEPH W. LASZLO

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Research

Media & Marketing Technology Strategy

Project Management

Advise on the business impact wrought by digital technology on communications, marketing, and media. Devise and promote strategies and tactics companies have deployed to grow their businesses. Combine quantitative research and qualitative analysis into actionable insights. Lead and manage diverse project teams, establishing budgets, timelines, outputs, and success metrics.

EXPERIENCE

THE RELEVANCY GROUP

March 2017-Present

Boston, MA

Market research and advisory services firm measuring consumer and executive sentiment and actions. Deliver reports and insights that optimize brands' return on marketing investments.

Research Director and Principal Analyst

Design, develop, and sell a research practice covering marketing and advertising technologies. Key topics include: viewability and measurement; data and people-based marketing; automation; and mobile.

- Advise clients on the state of advertising technology and marketing technology.
- Sell expertise, business value, and research agenda to prospects to drive new business.
- Plan research, design analyses, and write reports delivering key insights driven by primary data.
- Participate in consulting projects, pitching new work and contributing to deliverables

INTERACTIVE ADVERTISING BUREAU

Sept. 2007-Sept. 2016

New York, NY

Trade association helping the marketing and media industries thrive in a rapidly changing, multi-screen digital world. Members include marketers, agencies, media companies, and technology vendors.

Vice President, Industry Initiatives (October 2015-September 2016)

Led IAB member community to address business challenges and drive technology solutions. Managed the IAB portfolio of over 20 Committees and Councils, including Programmatic, Native, Video, Mobile, Data, Audio and more. Led staff of five and a budget of over \$1 million.

- Recommended and promoted best practices to help IAB members thrive in a rapidly changing, competitive, challenging digital environment.
- Devised annual strategic plan of IAB member-led projects and initiatives, assigning resources and setting priorities.
- Led meetings with IAB members/clients, building relationships and driving incremental revenue.
- Planned, led, and delivered initiatives that grew member companies' businesses.
- Organized and managed biweekly cross-team meeting of fifteen key directors and managers, ensuring collaboration and communication.
- Evangelized digital innovation and IAB solutions speaking at conferences, meetings, and to the press.
- Drove new business by conveying membership opportunities and benefits to prospective members.

Senior Director, Mobile Marketing Center of Excellence (January 2011-October 2015)

Helped launch, grow, and manage IAB's mobile leadership division. Designed initiatives and managed projects. Designed and conducted research to prove the value of mobile advertising and marketing.

- Sold new memberships generating \$250,000 in annual revenue. Additionally solicited support for sponsored research projects generating \$60-\$80K in annual revenue.
- Consulted with individual members on mobile-related business challenges. Recommended or initiated individual and industry-wide solutions.
- Set annual strategic and tactical goals within budgetary limits, and established KPIs to assess success.
- Planned and led quarterly meetings of 600-member Mobile Advertising Committee and 200-member Tablet Committee, convening stakeholders to share knowledge, drive participation, and track outcomes.

- Managed working groups of 10-30 members, leading executives from competing companies in identifying common goals and driving projects to successful and timely completion.
- Managed projects to create standards or best practices to improve mobile and cross-screen creative, measurement, and operations. Managed 5-8 annual mobile research initiatives.
- Negotiated labor, promotional, research, and other barter relationships with members/clients, completing initiatives significantly below budgeted costs.
- Represented IAB as a speaker or moderator at over 20 conferences and meetings per year.
- Served as industry expert for the press; wrote 6-8 articles or editorials per year for industry publications.
- Managed and mentored Senior Manager, Mobile.

Director of Research (September 2007-January 2011)

Designed and executed groundbreaking research studies to illustrate the value of digital advertising. Raised revenues by selling sponsorships to underwrite research costs. Scoped, sourced, and managed qualitative and quantitative advertising and consumer research. Managed IAB Research Council.

- Created and sold sponsorships worth \$200,000 to finance major cross-media ad effectiveness research.
- Developed and promoted annual strategic research agenda, devised project plans to execute initiatives.
- Provided guidance and insights to members, journalists, and other industry stakeholders.

JUPITER RESEARCH

March 1999 — September 2007

New York, NY

Pioneering provider of market research, data, and analysis on interactive technologies.

Senior Analyst and Research Director

Designed primary research using quantitative and qualitative tools. Analyzed consumer survey, executive survey, syndicated audience measurement data, and other data resources. Wrote and presented reports offering analysis, insights, and recommendations grounded in quantitative metrics. Assisted individual clients with business strategy, market and competitive analysis, and tactical planning.

- Managed research activities, overseeing agendas and output, presentations, and client interactions.
- Served as industry expert and pundit in the press at industry conferences.
- Worked with sales team to attract and retain clients.
- Managed, mentored, and trained two research staff.

ECONOMICS AND TECHNOLOGY, INC.

July 1996 — March 1999

Boston, MA

Consulting firm providing research and advocacy on telecommunications and utility regulatory policy.

Consultant

Researched and wrote reports, expert testimony, and studies related to telecommunications economic and regulatory policy. Planned and developed ETI economic arguments, working closely with ETI clients and senior research staff.

EDUCATION

THE FLETCHER SCHOOL OF LAW AND DIPLOMACY

1994 — 1996

Tufts University, Medford, MA

Master of Arts in Law and Diplomacy, May 1996. Areas of concentration: economic policy, technology policy, and international finance.

COLUMBIA UNIVERSITY

1989 — 1993

New York, NY

Magna cum laude. Bachelor of Arts in East Asian Studies, May 1993.
Junior year (1991-1992) at Kyoto Center for Japanese Studies, Kyoto Japan.