

TODD BERMAN

215.520.7003 • bermant@gmail.com • <https://www.linkedin.com/in/toddberman>

Marketing, Media & Operations Executive

Highly-motivated and innovative leader with a track record of growing organizations with a passion for developing new audience and revenue streams. Emmy Award-winning multi-platform marketing and content creator who thrives on creating an analytically driven results oriented environment and scaling operations while having an entrepreneurial mindset.

Key Strengths

- General Management with P&L responsibility
- Multiplatform Content Creation and Optimization
- Strategic Partnerships in Media, Sports and Entertainment
- Marketing Operations: Martech stacks including CRM, Email, Social & Web Analytics
- Long Range Budget Planning, Forecasting and Financial Modeling
- People Leadership and Team Building
- New Audience & Revenue Streams (e.g. Sports Betting, Esports & DTC)
- End-to-End Marketing: Multichannel, Product, Brand, Consumer, Influencer, Social, SEM & SEO)
- Transformation to a KPI & OKR focused organization

Experience

NERD STREET GAMERS, Philadelphia, PA

November 2019 – September 2022

Vice President, Media & Commercial Operations

- Responsible for creation and execution of commercialization strategy (product, pricing, positioning) to third-parties
- Created a media division that quickly went from zero to comprise 90% of the company's revenue
- Built a new team comprised of Broadcast, Pre/Post Production, Creative Production, Editorial and Tech & Engineering
- Focused marketing efforts around KPI's driving +3,000% gains in 2020 and +400% gains in 2021
- Content created under our brand name as well as third party production for companies including ESPN, WWE, NBC Sports, T1, Riot and FaZe Clan
- Won two Emmys for white-label content created for NBC Sports
- Finalist for Esports Broadcast Team of the Year

NBC SPORTS PHILADELPHIA (Formerly Comcast SportsNet), Philadelphia, PA

July 2010 – November 2019

Sr. Director, Strategic Initiatives (2018-2019)

- Responsible for all strategy, partnerships, investments, business intelligence (BI) for linear / digital and all special projects including Direct To Consumer (DTC), Sports Betting & esports
- Lead the multi-platform revenue generation efforts and monetization around new linear and digital content initiatives
- Discovered and executed equity investments in companies with growth potential
- Developed a methodology for assessing the potential of content based on incremental audience reach and profitability
- Surfaced new distribution methods for content in non-traditional platforms such as X1
- Acted as an internal consulting agency

Sr. Director, Digital Media (2010-2018)

- Responsible for all aspects of digital media comprising of three websites exceeding audience sizes of over 6 million monthly unique visitors and 5 million video streams
- Consistently exceeded annual traffic goals growing an annual average of 189% in uniques & 450% in video streams
- P&L responsibility with results that continuously outperformed budget in revenue and operating profit each year
- Managed a department of 23 full-time reports with responsibility for all digital operations including strategy, direct sales, commerce revenue, marketing, social media, editorial & product
- Corporate responsibility of leading a multi-platform redesign of all regional markets
- Pioneered first-ever distribution agreements with organizations such as Bleacher Report, NBCPhiladelphia and Calkins
- Received the first ever Emmy by NATAS Mid Atlantic for an online show & 3 CableFax nominations for *Best Website*
- Ran national marketing efforts for the first ever eSports Universal Classic Rocket League tournament

General Manager / Managing Director

- Developed a 3-year strategic plan with ROI
- Responsible for editorial, advertising, sales, marketing and technology as well as final P&L responsibility
- Implemented and led a redesign for a content focused site dedicated around tourism and local visitors focusing on editorial and video content that generates commerce and direct sales revenue
- Increased revenue by 400% and traffic by 200%

THE PHILADELPHIA INQUIRER & PHILLY.COM, Philadelphia, PA

October 2005 – September 2009

Vice President, Marketing, Product and Business Development

- Oversaw a \$2 million marketing budget and managed staff consisting of 9 direct and over 20 matrixed reports
- Combined Product Development and Marketing leading to a CPA 400% more efficient
- Delivered immediate results surpassing industry averages by increasing monthly unique visitors and page-views by +200% within two years through paid and organic strategies including SEM, SEO, social networks, promotions/events and new product creation
- Identified opportunities for under-served audience segments with advertiser interests
- Responsible for managing 80+ strategic partnerships including Yahoo!, Zillow and CNN

Director, New Initiatives & Product Development

- Directed the assessment and implementation of all new product/portal initiatives to enhance the business model with results that generated \$1 million in incremental revenue and a 30% increase in traffic
- Responsible for managing 30 vendors and the \$950,000 expense budget associated with those relationships
- Launched a redesigned site focusing around market segmentation research and audience engagement metrics that improved commerce activity by 300% and increased time on site, return visits, pages/visit and bounce rate
- Managed the Yahoo! Newspaper Consortium and one of the founders of the Zillow Real Estate Consortium
- Supervised the Product Development department with 5 direct reports and several in-direct reports
- Instituted a product development workflow that incorporated assessing the business plan; timeline and resources of each initiative allowing the organization to prioritize against the highest yield solutions
- Formed a corporate best practices committee designed to identify and share findings with relevant internal stakeholders
- Responsible for working with senior management to set the strategic direction of the Automotive, Real Estate, General Classified and Recruitment advertising categories generating \$120 million and \$2M in incremental revenue

THE WASHINGTON POST, Washington D.C.

January 2001 – October 2005

Marketing Manager / Marketing Analyst, Retail Advertising Unit

Account Executive, Business Development

Advertising Pricing Strategy Project Manager / SAP Pricing

Advertising Sales/Service Representative – Major Accounts Unit

Education

VILLANOVA UNIVERSITY, Villanova, PA

Masters in Business Administration (MBA) through a Top 25 Executive Program

AMERICAN UNIVERSITY, Washington, DC

BS Business Administration, specialization in Management and International Marketing

Affiliations and Endorsements

- Philly Ad Club, Chair of Social Media Committee
- MENG (Marketing Executive Networking Group)
- Newspaper Association (NAA): Digital Federation
- Big Brothers Big Sisters: Digital Advisory Board
- Temple University, Adjunct
- Philadelphia Interactive Marketing Association
- Chief Marketing Officer (CMO) Club
- Villanova MBA Alumni Board of Directors