

RAMONA GONZALES

online advertising & digital media consulting

Ramona Gonzales consults for online publishers, media companies, and technology providers. She designs and executes a holistic combination of technology, revenue and data management, and strategic and operational solutions that target the most critical, profit-impacting industry and market challenges.

Ramona Gonzales is a media veteran—her extensive experience spans online publishers and digital agencies, as well as technology companies. She offers a mix of skills and perspective honed from 17 years of developing online brands, properties, and audiences; managing an online business; consulting for major online publishers and media companies; and dedicated participation in industry issues.

- Successful launches of offline/online brands
- Leadership roles in operations/P&L, sales, and strategy
- Proven experience in driving revenues for online publishers as well as establishing operational excellence in process, data, people, and technology
- Advanced expertise in online advertising revenue, data, and yield management strategies

Gonzales' in-the-trenches exposure to the constantly-evolving challenges of the online industry—coupled with her notable passion and continuous leadership in this arena—makes her singularly qualified to deliver meaningful insights, growth-focused strategic and tactical guidance, and executable strategies for maximum impact on profitability.

Past and current clients include: IAB, Alloy Media + Marketing, Daily Candy, BlogHer, Theorem.

contact

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RAMONA LOVES THE INDUSTRY—AND SOLVING ITS CHALLENGES

Ramona spent five years serving on IAB committees and working groups and currently works with the IAB's Digital Supply Chain team on major industry initiatives impacting the most critical threats and challenges to the digital advertising marketplace.

She has consulted for online publishers and media companies for Microsoft Advertising and Rapt. Clients included Shutterstock, Cox Newspapers, Massive, and Mindset Media.

As Director of Digital Media, she led LPI Media's digital media operations, P&L, strategic direction, business goals, and product development.

She oversaw the assessment, definition, and organization of interactive content for major clients at Ogilvy Interactive (Director of Content Strategy in the Information Architecture Group).

And she launched *Latina* magazine, the first national magazine for Hispanic women in the US.

“Ramona is an iron fist in a velvet glove! And a real boon to the industry.” — Randall Rothenberg

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For Publishers & Media Companies

Technology. Process. Data. People.

A comprehensive strategy for proactively managing these operational imperatives is critical to sustained revenue growth. Ramona Gonzales delivers holistic strategic and technological solutions that are infused with revenue, data, and yield management principles and techniques, as well as industry best practices.

Gonzales partners with her clients to design engagements that are customized for each organization's unique structure, culture, and business goals. Services include but are not limited to:

- Advertising Operations & Processes
- Technology Platform Analysis
- System Implementations & Integrations
- Data & Audience Management
- Inventory Forecasting & Management
- Sales & Product Strategy
- Rate Card Development

Regardless of the scope or complexity of the engagement, Gonzales' approach is simple: To gain a deep understanding of her clients' specific business challenges that includes rigorous, data-driven analysis and a detailed discovery process to support the development of effective and executable recommendations rooted in the relentless pursuit of operational excellence and revenue growth.

For Technology Providers

Sales. Product Roadmap & Functionality. GTM Strategies.

The digital advertising ecosystem is complex and cluttered. Gonzales partners with her technology clients to develop a flexible strategic framework for navigating and competing in a constantly challenging and evolving marketplace.

Having intimately experienced both sides of the technology vendor and publisher relationship, Gonzales can seamlessly translate customer needs and requirements into innovative product capabilities that differentiates her clients' technology solutions from competitors—but more important, delivers truly meaningful tools that simplify *and* drive profits for their customers' businesses.

Services include but are not limited to:

Gap Analysis

- Product Requirements & Capabilities
- Product Roadmap Priorities
- Strategic & Operational Capabilities
- Sales & Go-to-Market Strategies

Future State Execution

- Sales Strategy: Identify market opportunities, develop consultative sales engagement processes/tools, demo updates/scripts
- Product Development: Requirements, functionality, enhancements, reporting, industry standards integration, etc.
- Support Strategy: Tools and processes for developing a constant feedback loop with customers in order to improve communication and cement the partnership-style relationship