

Sean Jennings

Director, Audience Measurement & Platform Operations

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Dear Hiring Manager,

I build the operating systems that turn complex advertising and healthcare data into decisions clients can trust. Across 15+ years in measurement, programmatic media, and platform operations, I have led teams and cross-functional programs spanning signal ingestion, quality assurance, analytics, activation, and client storytelling. That combination allows me to see both sides of the work: what must be technically defensible and what must be commercially useful.

Most recently, as Director of Healthcare Analytics at Swoop, I built measurement frameworks connecting physician-level exposure signals to prescription lift. I standardized HCP reporting, operationalized the pipeline from ingestion through client delivery, and reduced reporting turnaround time by more than 30%. Just as importantly, I translated those outputs into QBR and renewal narratives that Sales and Client Success teams could use with confidence.

My earlier leadership roles sharpened the same discipline at scale. At TI Health, I owned healthcare campaign activation and measurement in privacy-sensitive environments, strengthening identity resolution and clinician-level reporting. At AdTheorent, I led a bi-coastal team executing more than \$70 million in annual programmatic media and partnered with Engineering on RTB compliance, tracking accuracy, and scalable delivery systems.

What I would bring to your organization is a practical model for connecting platform signals to commercial outcomes: clear measurement standards, rigorous QA, repeatable onboarding and execution, and concise narratives that help stakeholders act. I am especially effective where Product, Data Science, Operations, and revenue teams need a shared operating language and a single, defensible version of the truth.

I would welcome the opportunity to discuss how my background in measurement strategy, platform operations, and privacy-safe data can help strengthen your client outcomes and scale. Thank you for your consideration.

Sincerely,

Sean Jennings