

Sean Jennings

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Director, Audience Measurement & Platform Operations

AD TECH • HEALTHCARE • PROGRAMMATIC • PRIVACY-SAFE DATA

EXECUTIVE PROFILE

Director-level operator with 15+ years building measurement, programmatic, and client-facing analytics capabilities in complex, privacy-sensitive environments. Connects signal ingestion, quality assurance, analysis, and storytelling so platform outputs become credible decisions, stronger client relationships, and revenue protection or growth. Known for turning fragmented workflows into scalable operating systems and aligning Product, Data Science, Sales, Client Success, and Operations around one defensible version of the truth.

CORE EXPERTISE

Measurement strategy: Test/control design, exposure validation, prescription lift, KPI governance, brand lift | **Signals:** Identity, HCP, mobility/location, purchase/claims, engagement | **Platforms:** The Trade Desk, DV360, Vistar, Looker | **Operating systems:** Ingestion-to-insight workflows, QA, dashboards, QBRs, onboarding, Jira, Confluence, Salesforce | **Leadership:** Cross-functional delivery, client narratives, team enablement, AI-assisted operations

PROFESSIONAL EXPERIENCE

Director, Healthcare Analytics | Swoop — Mar 2023 – Jul 2025

- Built measurement frameworks linking physician-level exposure to prescription lift, giving enterprise clients defensible evidence for optimization, renewal, and expansion decisions.
- Standardized HCP reporting and identity-based measurement, translating complex datasets and modeling outputs into clear activation strategies and client-ready narratives.
- Operationalized the reporting pipeline from ingestion and QA through analysis and delivery, reducing turnaround time by more than 30% while improving consistency.
- Created repeatable onboarding and execution playbooks that reduced account-to-account variance and enabled scalable delivery across Product, Data Science, Sales, and Client Success.
- Equipped commercial teams with QBR narratives tied to business outcomes; piloted AI-assisted briefs, tickets, and documentation to accelerate execution.

Director, Advertising Operations | TI Health — Aug 2021 – Mar 2023

- Owned end-to-end activation and measurement for healthcare campaigns using physician-level identity and exposure data in HIPAA-sensitive environments.
- Strengthened identity resolution, data quality, and QA workflows, improving match reliability and the integrity of downstream measurement.
- Developed clinician-level reporting and dashboards segmented by specialty, engagement, and behavior, increasing client visibility into performance and next actions.

Ad Operations Lead | M&C Saatchi Performance — Sep 2019 – Apr 2020

- Managed trafficking, QA, tracking, and performance workflows for global programmatic campaigns; automated key QA and tagging processes to improve launch speed, accuracy, and real-time optimization.

Director, Measurement Operations | Zenith — Jun 2017 – Jul 2018

- Built and led measurement operations for a major telecommunications client, establishing playbooks and QA standards that produced consistent reporting and informed media allocation.

Mobile Ad Operations Director | AdTheorent — Oct 2012 – Jun 2017

- Led a bi-coastal Ad Operations team responsible for more than \$70M in annual programmatic media; built pacing, delivery, training, and workflow systems that improved efficiency and reduced variance.
- Partnered with Engineering to maintain RTB compliance and accurate tracking across mobile environments.

EARLIER EXPERIENCE

Senior Manager, Ad Operations, MEC Global (2011–2012) — Led trafficking, QA, delivery, and reporting for national campaigns; standardized controls to improve consistency and reduce errors.

AdGenesis, Beezag, Z Data Inc. — Built foundational expertise across ad operations, trafficking, affiliate marketing, campaign delivery, and reporting.

EDUCATION

SUNY Purchase College — Bachelor of Arts, Communications