

# JOHN A. PLOUMITSAKOS

Boulder, CO 80301 | john.ploumitsakos@colorado.edu

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## WORK EXPERIENCE

Jan. 2023 – **UNIVERSITY OF COLORADO, LEEDS SCHOOL OF BUSINESS** Boulder, CO

Present *Teaching Assistant Professor, Marketing Division* (full-time) (Aug. 2024 – present)

- Lead Professional Sales Program with primary responsibility for developing curriculum and teaching courses related to professional selling and sales management
- Serve on the Undergraduate Curriculum Planning Committee, responsible for reviewing and approving all course proposals

*Teaching Assistant Professor, Marketing Division* (part-time) (Aug. 2023 – July 2024)

- Taught upper-level courses on Digital Marketing, Marketing Research & Analytics
- Maintained full course-load in Spring 2024 (12 credits) teaching mandatory cross-functional course covering Finance, Marketing, Operations, and Accounting

*Lecturer, Marketing Division* (Jan. 2023 – July 2023)

- Taught six-credit course (87 students enrolled) focused on practical application of business core curriculum to major cross-functional business decisions (BCOR Applied Semester Experience)
- Co-led redesign of curriculum for month-long unit of course; presented revisions to team of nine faculty members teaching sections of the course to a total of 900 students

### *Courses Taught*

- Fundamentals of Professional Selling (MKTG 3100)
- BCOR Applied Semester Experience (BASE 2104)
- Advertising & Promotion Management (MKTG 4550)
- Digital Marketing (MKTG 3700)
- Marketing Research & Analytics (MKTG 3350)

### *Awards*

- Recipient of 2024 *Leeds A.I. Teaching Excellence Award* for work integrating artificial intelligence simulations into Professional Selling curriculum

2018 – **MODERN HOMESTEAD** Boulder, CO

2023 *Founder and President*

- Founded and established design and general contracting firm and grew annual revenue to \$2.5MM in under three years with no outside investment
- Led all company business functions and directly managed human resources and employee development; created and implemented training and development curricula for wide range of management and individual contributor roles
- Implemented rigorous processes for design and construction that increased operational efficiency by thirty percent and increased customer satisfaction by twenty percent
- Acquired plumbing company with one employee, rebranded the company, established new divisions for electrical and mechanical work, and expanded to six employees
- Won several top industry awards across design, construction, and client service categories

*(Best of Houzz Design, Best of Houzz Service, Best of Home Advisor, BuildZoom Top Contractor, Best Kitchen Remodeler – Home Builders Digest)*

- 2017 – **SOVRN HOLDINGS, INC.** Boulder, CO  
2018 *General Manager, Publisher Services*
- Oversaw strategy, operations, and profits & losses of leading web publisher advertising and analytics platform generating tens of millions of dollars per year in revenue
  - Led team of 100 employees in 4 offices across Sales, Account Management, Marketing, Operations, Product Strategy, Business Development, and Support Engineering
  - Managed integration of recently acquired UK ad technology company and 30 employees
- 2012 – **TWITTER, INC.** San Francisco, CA  
2016 *Senior Director, Product Strategy & Sales (Aug. 2014 – Nov. 2016)*
- Led global team with primary responsibility for product strategy and product revenue growth across Twitter's full suite of advertising products
  - Launched Product Specialist team to drive new product adoption and revenue across client base; grew team from 3 to 60 team members across 8 global offices in 2 years
  - Responsible for setting and achieving ads product revenue goals across all regions and product areas, helping to grow revenue by over 600% in 2 years
- Sales Director, U.S. and Latin America (Aug. 2012 – July 2014)*
- Led team of 60 managers and individual contributors across Advertising Sales, Account Management, and Product Specialist teams in the US and Latin America
  - Exceeded revenue quota 7 of 8 quarters and grew business over 100% year over year
  - Managed all client engagement efforts as well as hiring, training, developing sales strategy, planning and operations, and long-term organizational development
  - Oversaw the launch and expansion of Twitter's mid-market sales organization in Latin America; directly managed in-region Sales and Account Management teams
- 2007 – **GOOGLE, INC.** Mountain View, CA  
2012 *Director of Marketing, Small Business Engagement & Advocacy (Dec. 2011 – July 2012)*
- Managed team responsible for outreach and partnerships in the small business space, and served as chief spokesperson on small business issues to press and government
  - Led efforts to quantify Google's impact on the economy, and oversaw all related marketing and communications efforts for the *Google Economic Impact Report*
  - Oversaw Google's partnerships with state and federal government and nonprofit organizations to drive *Get Your Business Online* initiative helping tens of thousands of small businesses to adopt internet tools
- Director of Online Sales for Latin America (Jan. 2010 – Dec. 2011)* São Paulo, Brazil
- Led sales, strategy, and operations for Google's advertising and media sales platform for thousands of small and mid-market clients across all of Central and South America
  - Managed Sales and Account Management team of 120 employees across offices in Brazil, Argentina, and Mexico; responsible for \$250MM per year in managed revenue
  - Grew revenue more than 100% annually and achieved 105% of cumulative revenue targets making Online Sales, Latin America the fastest growing sales channel worldwide in 2010
  - Increased team headcount by 130%; hired and trained 6 senior managers and 65 team members across 3 offices; launched Inside Sales team in Mexico City

*Head of Classifieds & Local Advertising* (Jan. 2007 – Dec. 2009) San Francisco, CA

- Managed online sales channel and operations of AdWords advertising program for 8 distinct industries, including Education, Real Estate, and Directories
- Led team of 100 sales and account management representatives across several offices in the U.S. and India, responsible for \$400MM per year in revenue
- Achieved highest revenue performance over target for 2008 among all industry teams by developing and executing strategy for 7 managers and 15 account teams

2005 – **WILLIAMS & CONNOLLY, LLP** Washington, DC  
2006 *Associate*

- Litigated civil and criminal cases on behalf of corporate clients in state and federal courts

2002 – **D.C. PUBLIC DEFENDER SERVICE** Washington, DC  
2005 *Trial Attorney, Serious Felony Division*

- Served as lead counsel to indigent clients facing prosecution in jury and bench trials

2001 – **CHIEF JUDGE MICHAEL BOUDIN** Boston, MA  
2002 **UNITED STATES COURT OF APPEALS FOR THE FIRST CIRCUIT**

*Law Clerk*

- Performed legal research, wrote draft opinions, and assisted Chief Judge in decision-making process for wide range of cases pending in federal appeals court

## EDUCATION

2001 **UNIVERSITY OF PENNSYLVANIA LAW SCHOOL, J.D.** Philadelphia, PA  
Honors: *Cum laude*; Senior Editor, *University of Pennsylvania Law Review*

1998 **GEORGETOWN UNIVERSITY, B.S., Foreign Service** Washington, DC  
Honors: *Cum laude*; Honors Program in Culture and Politics  
Honors Thesis on Ethnicity and Nationalism in the Former Yugoslavia

## ACTIVITIES AND INTERESTS

- Triathlon: Completed four Ironman triathlons and two Ironman 70.3 triathlons over the course of two years; awarded *2024 and 2023 Ironman All World Athlete* status for cumulative race results; 2023 national ranking of 225 in age group (out of over 4000 competitors); age group winner of 2023 Boulder Sunrise Sprint Triathlon (top 20 overall)
- Running: Avid long-distance runner on roads and trails; consecutive top ten age group finishes in 2022 and 2023 Boulder Boulder (one of the world's largest 10K races)

## PROFESSIONAL PUBLICATIONS AND PRESENTATIONS

Ploumitsakos, John. "How Should Publishers Assess the Value of Demand Partners?" *Sovrn.com*. Sovrn Holdings, Inc. Blog, 5 Sept. 2017 Web. 6 Nov. 2017.

Ploumitsakos, John. "Back to the Future: How Mobile Technology Shapes Our Lives." Mobile World Congress, 4YFN Entrepreneurship Segment, 4 Mar. 2015, Barcelona, Spain. Keynote Address.

Ploumitsakos, John. "Real-time Marketing for Financial Brokers and Advisors." Securities Industry and Financial Markets Association Conference, 31 Mar. 2014, San Francisco, CA. Keynote Presentation.

- Ploumitsakos, John. “#EsuranceSave30: Why 5 Million Tweeted in 36 Hours.” South By Southwest Interactive Festival, 11 Mar. 2014, Austin, TX. Presentation and panel discussion with Creative Director of Leo Burnett and Vice President of Advertising of Esurance.
- Ploumitsakos, John. “Marketing in the Moment with Social Media.” American Bankers Association Annual Marketing Conference, 23 Sept. 2013, San Antonio, TX. Keynote Presentation.
- Google, Inc. *Google’s Economic Impact, 2011*, 1 July 2012. Web. 6 Nov. 2017. Presentation of research, case studies, and all corresponding marketing by John Ploumitsakos.
- Ploumitsakos, John. “The Economic Opportunity of the Internet for Latino-Led Businesses.” Annual Legislative Summit, U.S. Hispanic Chamber of Commerce, 18 Mar. 2012, Washington, DC.
- Ploumitsakos, John. “Google’s Strategy for the Future of the Internet.” Foro de Marketing e Negocios (National Forum of Marketing and Business), 9 Nov. 2010, Curitiba, Brazil. Keynote Address.
- Ploumitsakos, John. “Internet Usage Trends in Colombia and the Opportunity for Colombian Businesses” Congreso de la República de Colombia, 21 May 2010, Bogotá, Colombia. Keynote address. Presented research on internet usage and economic opportunity in Colombia to Congresspersons at technology summit.
- Ploumitsakos, John. “Inspiring Innovation through Creative Management Practices.” Congreso de Innovación, Seminario Peru, 19 May 2010, Lima, Peru. Presentation.
- Ploumitsakos, John. “The Internet as an Untapped Source of Economic Growth in Mexico.” World Internet Day Forum, La Asociación Mexicana de Internet, 17 May 2010, Monterrey, Mexico. Keynote Address. Presented research on adoption of internet tools across Mexican businesses and comparative look at adoption in other Latin American nations.