


DIONISIOS FAVATAS

DIGITAL DEVELOPMENT EXPERT & MARKETING EXECUTIVE

CONTACT

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AREAS OF EXPERTISE

MARKETING & ADVERTISING

DIGITAL MEDIA PRODUCTS

STRATEGIC DEVELOPMENT

MARKETING LEADERSHIP

CAMPAIGN STRATEGY & MANAGEMENT

BUSINESS INTELLIGENCE

DIGITAL BRAND MANAGEMENT

AUDIENCE SEGMENTATION & ENGAGEMENT

MESSAGING DEVELOPMENT

PROFIT & LOSS MANAGEMENT

TEAM BUILDING & DEVELOPMENT

ARTIFICIAL INTELLIGENCE (AI)

AUTOMATION

BUDGET & RESOURCE MANAGEMENT

PROCESS IMPROVEMENTS

EDUCATION

MS, STRATEGIC MARKETING

Cranfield University

BS, BUSINESS ADMINISTRATION; INT'L BUSINESS & FINANCE

Rochester Institute of Technology

SUMMARY

Results-driven and award-winning marketing and digital transformation leader leveraging creativity, innovation, and compelling data-prompted storytelling to drive meaningful engagement, growth, and impact

CAREER HIGHLIGHTS

Strategized multiple identity resolution and customer data platform (CDP) initiatives across a portfolio of hospitality and telecommunications clients. where one realized an **83% customer deduplication rate** (from 110 million to 18.8 million unique IDs) **and identity reconciliation process** (26 minutes versus 72 hours)

Built and expanded multi-touch attribution within leading credit card portfolio to realize advertising cost savings of \$20+M annually (aggregate 15% cost reduction)

Engineered truth@ campaign's first-ever customer data platform (CDP) and identity resolution solution and identity graph to improve data management frameworks that process more than 1B consumer data points to optimize ad spend, **driving \$14M in media reinvestment**

Spearheaded integration of a compelling national messaging development initiative designed to drive engagement and garner support for a life-saving campaign, **achieving a consistent lead capture rate of 1080%**

PROFESSIONAL EXPERIENCE

Capgemini | Wilmington, DE | May 2022 - present

HEAD OF ADTECH, MARTECH, AND IDENTITY SOLUTIONS, CUSTOMER FIRST PRACTICE – NORTH AMERICA | INSIGHTS & DATA

- Serve as an instrumental partner and leader across business and technology building and accelerating Capgemini's integrations and go-to-market operations with AWS clean rooms and Amazon Marketing Cloud
- Built and continue to grow partner integrations, thought leadership and client roadmaps with Amazon, Liveramp, Amperity, Neustar, Twilio-Segment, High Touch, Tealium, among others, developing a \$20M+ pipeline of organic and net new business
- Serve as a foundational technical architect across all identity resolution and customer data management engagements, directly serving media & entertainment, telecommunications, consumer goods, retail, and financial services sectors
- Collaborate with AdTech partners such as The Trade Desk, Clinch, Liveramp, Habu and others to develop Retail Media Networks, publisher and advertiser Clean Rooms, and people-based media activation, measurement, and segmentation solutions and offerings

JPMorgan Chase & Co. | Wilmington, DE | Jun 2021 - May 2022

EXECUTIVE DIRECTOR, FIRMWIDE MEDIA AREA PRODUCT OWNER

- Led the creation and build-out of the AdTech and MarTech product team, supporting all paid media initiatives
- Oversaw in-app and multi-touch attribution platforms for media-mix-modeling to reduce costs and optimize media plans across channels
- Leveraged operational leadership, digital development, and media marketing expertise to direct the firm's CDP and identity resolution solution for paid media operations in a cookie-less world
- Prioritized and monitored resources to ensure timeline, budget, and quality standards across multiple business lines

PROFESSIONAL EXPERIENCE

Truth Initiative | Washington, DC | Nov 2015 - Sep 2021

VICE PRESIDENT, MARKETING, DATA, & TECHNOLOGY (NOV 2019 - SEP 2021)

- Successfully implemented strategic direction for in-sourcing digital media, programming, and marketing initiatives, forecasting a \$4M annual reinvestment through cost savings and alignment
- Led the restructuring of internal AdTech and MarTech stack to optimize future go-to-market activations for the award-winning truth@ campaign across digital marketing channels
- Directed a cross-functional team responsible for building fully scalable paid, owned, and operated media structures and tech stacks (including Salesforce (SFDC), GMP, and others)
- Oversaw audience framework data structures and organic/biddable media activations— engineering an identity resolution process in support of discovering and enabling funnel optimization strategies

MANAGING DIRECTOR, DIGITAL MARKETING, *Truth Initiative | Washington, DC | Nov 2015 - Nov 2019*

PRINCIPAL, INTERACTIVE MARKETING, *Intelsat | Washington, DC | Jan 2014 - Nov 2015*

DIRECTOR, INTERACTIVE & SOCIAL MEDIA, *NewDay USA | Fulton, MD | Jan 2013 - Dec 2013*

MANAGING DIRECTOR, DIGITAL MEDIA, *CLS Strategies | Washington, DC | Jun 2010 - Dec 2012*

INTERACTIVE MARKETING MANAGER, *Strayer University | Washington, DC | May 2009 - May 2010*

DIRECTOR, STRATEGIC PARTNERSHIPS, *TMP Worldwide | Washington, DC | Jun 2006 - Sep 2007*

SENIOR INTERACTIVE STRATEGIST, *TMP Worldwide | Washington, DC | Oct 2004 - Jun 2006*

PROFESSIONAL DEVELOPMENT & SPECIALIZED TRAINING

AMAZON MARKETING CLOUD ANALYST AND DEVELOPER, *Amazon*

ARTIFICIAL INTELLIGENCE MANAGEMENT, *Georgetown University*

MANAGEMENT INFORMATION SYSTEMS, *Rochester Institute of Technology*

DDI TARGETED SELECTION BEHAVIORAL INTERVIEWING, *Strayer University*

DALE CARNEGIE SALES ADVANTAGE, *Dale Carnegie Training*

AWARDS & RECOGNITION

EFFIE AWARDS FINALIST - MARKETING INNOVATION SOLUTIONS, 2021

EFFIE AWARDS FINALIST - POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT, 2019

EFFIE AWARDS FINALIST - DISEASE AWARENESS & EDUCATION: NON-PROFIT, 2019

EFFIE AWARDS FINALIST - ONLINE MARKETING, ACTIVISM, AND PUBLIC SERVICE, 2018

TOP 15 MARKETERS IN BUSINESS INTELLIGENCE, 2018

SHORTY AWARDS FINALIST - HUMOR, 2018

INTERNET ADVERTISING COMPETITION (IAC) AWARD FOR OUTSTANDING ACHIEVEMENT, 2017

AMA 4 UNDER 40 EMERGING LEADERS, 2017

SHORTY AWARDS FINALIST - NGO, 2017

OMMA AWARDS - BEST LIVE MOMENT, 2017

DMN 40 UNDER 40, 2016

DIGIDAY - TOP 100 DIGITAL CONTENT MARKETING INFLUENCERS (13TH), 2016

OMMA AWARDS FINALIST - INTERACTIVE CREATIVE, 2016

ACCREDITED MASTERS PRIZE - BEST MASTER DISSERTATION, 2009

SPEAKING ENGAGEMENTS

Mainstage panelist at RampUp 2023 - [The Dirt on Clean Rooms](#)

Dionisios Favatas of the [Truth Initiative Discusses How Identity Resolution Powers Public Service Campaigns](#)

[Metrics for Measuring Impact](#) - Dionisios Favatas, Truth Initiative - Agents of Change Summit

[Use Mobile Marketing & Data Analysis To Reach Your Gen Z Audience](#)

[AI Is Evolving Nonprofit Digital Marketing Strategies](#)