

MICHAEL G. PERHAM

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BUSINESS DEVELOPMENT / STRATEGIC PARTNERSHIPS / MARKETING / LEAD-GEN Growth - Channel Development - Digital Media - Enterprise Technology - Management

Business Development & Digital Marketing professional with over 15+ years of growth experience helping startup and mature businesses drive sustained revenues, helping create & build new revenue channels, developing lasting revenue partnerships & sales relationships, managing data driven projects, and closing strategic deals within the Tech/ AdTech/ Online Media industries, which includes: Mobile, SaaS, PaaS, Gaming, Programmatic, Data & Analytics, SMB Solutions and Content Platforms with industry leaders such as Yahoo, Time Warner, Comcast, Sinclair Broadcasting, AOL, Logitech and Microsoft, to name a few. Strategic and Tactical deal flow has contributed to over \$100 Million dollars in revenue during my career, and translated into well over \$300 Million in enterprise value to the companies I have worked for and consulted with.

EXPERIENCE

CROSSTECH VENTURES, Miami, FL
VP, Business Development

2009 – Present

Business Development, Marketing & Product Development roles

- Marketing and Business Development role reporting to the CEO/ Founder of a gaming company on strategy, product and market positioning.
- Creating & Managing Lead-Gen programs – CPL, CPA, Content & Search -
- Business Development Partnerships working with an application developer that is building next generation Social Media applications utilizing Artificial Intelligence.
- Analyzed the market and developed a program to help a new media start-up establish partnerships to raise money, increase valuation, and create cash flow
- Secured Lead-Gen Partnerships for an education company's new online distribution channel
- Developed strategic and tactical relationships for B2B Digital Agency

ADREVOLUTION, Austin, TX

2011 – 2012

A leading provider of Performance-Based Digital Marketing Solutions

Vice President, Business Development

Responsible for developing strategic data licensing partnerships with demand side platforms, agencies, technology companies and providers within the data, lead-gen, and Online Advertising industry.

- Effectively negotiated complex pricing, terms, compliance and refined privacy issues around new product launch
- Initiated a business development plan that focuses on an average deal size of \$100K/ month
- Creating and building new revenue products and channels to support channel growth in excess of \$5Million/ Year.

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ADKNOWLEDGE, INC., Kansas City, MO

2004 – 2009

\$300 million adtech firm that provides advertising & online media solutions

Sr. Business Development Manager

Responsible for developing and maintaining strategic partnerships, recruiting banner publishers and networks for affiliate programs, and driving revenue growth

- Launched a Publisher Acquisition Channel that became the fastest growing vertical in company history with a run-rate of \$25 million within six months, which increased shareholder value eight-fold and led to two significant investment from a leading private equity firm valued at over \$200 million
- Managed ‘Data Arbitrage’ business with an annual run-rate of \$10-\$15 Million; P&L Responsibility.
- Spearheaded first initiative outside core business, which saw a 300% increase within the first year
- Closed deals with annual revenue ranging from \$50,000 to \$8 million
- Established strategic relationships with Microsoft, Yahoo, ValueClick, BlueTie Software, and IAC
- Managed one of the firm’s largest revenue channels, which brought in \$7 million a year
- Supported London and Sydney offices for U.S. partnerships and Lead-Gen distribution deals that grew business by 30% year-over-year

CYBEAR, INC., (Division of Andrx Pharmaceuticals) Boca Raton, FL

2001 – 2003

Director of Business Development

Responsible for collaborating with technology and development teams to increase revenue and forge relationships with Fortune 500 pharmaceutical companies and healthcare technology providers

- Developed strategic partnerships with Johnson & Johnson, Aventis, HCA, Novartis, and Merck to distribute software and technology solutions
- Worked closely with the President to define new product offerings and marketing plans

MYCITY.COM HOLDINGS, INC., Miami, FL

1998 – 2001

Vice President, Sales & Business Development

Responsible for driving direct sales and business development activities and managing a staff of (10)

- Negotiated multi-million dollar, multi-year contracts with Sinclair Broadcast Group, Federal Home Loan Bank, General Growth Properties, Phase 2 Media, content providers, and e-commerce firms
- Established strategic alliances with Intel, Phoenix Technologies, AT&T, Comcast & Logitech

MIAMI-METRO MAGAZINE (SOUTH FLORIDA MAGAZINE), Coral Gables, FL

1995 – 1998

Regional publication with a 100,000 monthly circulation

Publisher

Responsibility for operations, sales, marketing; staff of 20-30+, with an annual P&L of \$10 Million

- Relaunched the publication, which improved circulation by 40% and advertising revenues by 60% while decreasing operational costs by 35%
- Received Magazine Association’s “Magazine of the Year” award, beating out 600 publications

ENCORE MAGAZINE, Miami, FL & New York, NY

1989 – 1994

National Advertising Director

Responsibility for National Advertising Sales – grew business from \$500,000 to \$4.5 million in over 33 U.S. markets, managed NYC Sales Office, which led to company being sold to leading competitor, Playbill, for a 10x return.

EDUCATION

Business Administration

University of Miami, Coral Gables, FL

Associate of Arts, Liberal Arts & Business

Miami-Dade Community College, Miami, FL