

## GRAHAM R. MUDD

### EXPERIENCE

- 2022-Present **ANONYM** San Mateo, CA  
*Founder & Chief Product Officer*
- Secured substantial seed funding from top tier investors in partnership with co-founder.
  - Led product development efforts from ideation to initial prototype.
  - Engage with privacy advocates and regulators to ensure solutions we develop meet the needs of the privacy community and the constituents they represent.
- 2012-2022 **FACEBOOK** Menlo Park, CA  
*VP, Business Product Marketing, 2019-2022*
- Led 280-person team driving product and go-to-market strategy across ads and business products.
  - Incubated and scaled product analytics function to measure product-market fit and support data driven GTM.
  - Personally lead product & GTM strategy focused on evolving our ads business in light of privacy landscape; lead engagement with industry, clients, regulators and press.
  - Member, Ads & Business Products leadership team; exec sponsor, LatinX employee group; mentor & ally.
- Director, Monetization Product Marketing, 2014-2019*
- Lead product marketing function for Facebook's ad solutions across brand, direct response and emerging markets.
  - Established Product Marketing function in London as part of ads product landing team.
- Director, Marketing Science, 2012-2014*
- Grew North America measurement org from 7 to 25, establishing verticalized structure and team strategy.
  - Developed numerous measurement partnerships, including co-developed products with Nielsen & Oracle.
  - Led development of Facebook's ad measurement market narrative & drove development of key measurement products, including lift testing, MMM and MTA.
- 2009-2012 **COMSCORE** San Francisco, CA  
*Senior Vice President, Media Practice, 2011-2012*
- Responsibility for \$20 MM practice covering the media, gaming and entertainment industries.
  - Managed four VPs and a team of 20 client service, research and business development professionals.
- Vice President, Search & Media, 2009-2011*
- Owned P&L responsibility for \$12.5 MM media and search practice on the West Coast.
  - Grew practice revenue by 70% in two years by deepening global relationship with Google, Facebook, etc.
  - Developed comScore's first social media research product; launched with a white paper which was downloaded 5,000 times and published in the Journal of Advertising Research.
  - Frequent speaker at major industry conferences including iMedia, SES, Digital Hollywood, AdTech & DMA.
- 2007-2009 **YAHOO!** Sunnyvale, CA  
*Senior Manager, Product Marketing, Yahoo! Search, 2008-2009*
- Launched an open search web services platform for developers, startups and large partners.
- Manager, Product Marketing, Yahoo! Search, 2007-2008*
- Received two spot performance bonuses and three company awards, including the top award in the company for my work on the high profile product launch. Promoted to Senior Manager after one year.
- 2002-2005 **COMSCORE** Chicago, IL  
*Manager, Industry Analysis, 2003-2005*
- Directed relationships with top-tier clients in the online retail industry, including HP, Dell, and Wine.com
  - Led company's marketing communications function – market analysis and commentary quoted in leading business media, including *New York Times*, *Wall Street Journal* and *Business Week*.
  - Earned four company awards in just over a year and a two-step promotion to lead team shortly after joining.
- 2001-2002 **EDELMAN WORLDWIDE** Chicago, IL  
*Account Executive, Technology Practice*
- Developed and helped manage relationships with Expedia, Inc. and other technology clients resulting in consistently superior client evaluations.
  - Promoted in less than a year to manage media relations support for Expedia's quarterly earnings.
- ### EDUCATION
- 2005-2007 **KELLOGG SCHOOL OF MANAGEMENT  
NORTHWESTERN UNIVERSITY** Evanston, IL  
Master of Business Administration degree, 2007
- 1997-2001 **SANTA CLARA UNIVERSITY** Santa Clara, CA  
Bachelor of Science in psychology, 2001, *Cum Laude*