

Jeff Greenhouse

Experienced Analytics and Insights Executive

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Data-driven analytics and insights executive with a strong emphasis on ROI. Experienced technologist, manager and team-builder with a track record of successfully growing businesses and brands. Strong collaborator capable of bringing entrepreneurial agility into large companies. Understands what makes consumers respond and brands succeed.

Founded, grew and sold an award-winning digital marketing and technology agency. Built, managed and motivated teams of talented professionals across various design, marketing and technology specialties. Co-founded the first company to combine viral marketing and promotions, building an opt-in database of 6.5 million consumers in a 6-month period before selling the company to About.com.

5 years leading analytics and media science efforts at Scripps Networks and Discovery, championing the use of data and insights to transform the business and optimize business results. 3 years heading up Subscriber Growth at AMC Networks, focusing on growing premium SVOD services. Currently Founder and CEO of Glymr, an innovative data insights advisory and training service.

EDUCATION

Bachelor of Science, Entrepreneurial Management & Information Technology (dual concentration)

The Wharton School of the University of Pennsylvania – Philadelphia, PA

PROFESSIONAL EXPERIENCE:

CEO & Founder

Glymr – Westfield, NJ

June 2022 – present

Founded advisory and training service to help companies turn data into profit. Created The Insights Spectrum™ methodology to evaluate and guide companies' analytics and data insight evolution. Developed innovative Data Landscape Mapping™ process to capture critical knowledge about the data available to organizations and Mastery of Insights™ training course to give clients' teams new skills to find, validate, quantify and communicate actionable insights from their data.

Vice President, Subscriber Growth

AMC Networks – New York, NY

April 2019 – April 2022

Business strategy, acquisition, retention and growth-hacking for SVOD and AVOD services at AMC Networks, parent company of AMC, IFC, Sundance TV, BBC America and WeTV. Heavy emphasis on data analytics and insights, content performance, CRM and product strategy.

- Doubled premium video subscribers for AMC Premiere service within first 18 months.
- Helped quadruple paid streaming subscribers to over 9 million.
- Created and A/B tested strategic promotion that increased web conversion rate by +82%.
- Performed content performance analysis to guide content strategy, licensing, release strategy (drip vs binge) and windowing strategy.
- Partnered with senior executives, content licensing and marketing teams to help launch new AMC+ streaming service on Xfinity, Dish/Sling, DirecTV, YouTubeTV, Amazon Channels, Apple Channels and Roku Channels and Direct-to-Consumer.
- Partnered with BI team to expand and enhance reporting capabilities and improve alignment on metrics and methodology.

Director of Media Science & Analytics

Discovery, Inc – New York, NY

September 2018 – March 2019

Promoted to new role following Discovery's acquisition of Scripps Networks. Led efforts to enhance the use of internal and external datasets by Discovery's in-house media planning and buying agency. Worked to improve the tools and methodologies used to guide multi-million dollar paid media campaigns as well as large amounts of internal inventory used for on-air and cross-network promos.

- Provided data and insights support for a media budget in excess of \$50 million.
- Developed methodology for multi-touch, cross-channel attribution analysis for media campaigns using Nielsen data.
- Developed methodology for Loss/Gain analysis resulting from extensive cross-marketing between a portfolio of 12+ cable networks.

Director of Data Products & Analytics

Scripps Networks / Discovery, Inc – New York, NY

January 2017 – August 2018

Enhanced the data ecosystem by developing tools and products that make data more powerful and more valuable across the enterprise. Empowered stakeholder groups to be more data-driven. Led the data product vision and R&D, with an emphasis on combining different types/sources of data, increasing end-user efficiency and experience, and promoting reusability and automation.

- Helped generate **40% year-over-year growth** in data-driven digital advertising revenue.
- Developed and launched a **marketing performance and optimization system** to support paid media and customer acquisition efforts, resulting in **14% reduction in cost per acquisition** across a blend of paid search and paid social media.
- Developed methodology for calculating **lifetime customer value**, merging multiple big data sources.
- Launched proprietary StreamView system to provide **detailed content performance analysis of more than 60,000 video assets** across web, app, social and connected devices.

Director of Marketing & Analytics, SLN

Scripps Networks Interactive – New York, NY

February 2015 – December 2016

Led optimization of video syndication business using 1st- and 3rd-party data. Managed measurement partners and worked with internal teams to create a data-driven culture. Launched SNI Digital Innovation Lab, building a team dedicated to lean/agile experimentation and innovation.

- Designed comprehensive **Business Overview Dashboard**, comprised of **over 60 critical metrics** visualized in Tableau to monitor the entire video syndication business in a single screen.
- Launched 8 video-focused microsites (via the Innovation Lab) to test content, paid media and audience strategies.
- Created **three analytics/data inventions** under **SNI's Patent Program**. Recipient of the 2016 SNI Inventor Award.
- Created system and methodology for **comparative performance testing** of sets of video content.

Director of Marketing, ULIVE

Scripps Networks Interactive – New York, NY

January 2014 – February 2015

Worked to evolve the ULIVE brand, develop our audience of consumers via a mix of paid media, social media, email and digital marketing, and champion the use of data and analytics to optimize reach, engagement and monetization.

- **Doubled effectiveness of paid social advertising campaigns.**
- Developed a **custom analytics and reporting system** to analyze the performance and shareability of our database of over 10,000 videos.
- Created **traffic/paid media pacing system** allowing the marketing team to more effectively control traffic levels.
- Performed the division's first **in-depth viewer behavior study**, focused on loyalty, visit quality, video consumption & revenue generation.

President / Lead Consultant

201 Proof, LLC - Hoboken, NJ

September 2011 – January 2014

Provided marketing strategy, brand strategy and technical guidance to clients in food & beverage, retail, casino gaming, high tech and healthcare.

- Served as contract **Chief Marketing Officer** for CEO Connection, a membership organization for CEOs of mid-market companies.
- Created **digital marketing/engagement strategy** to integrate web, mobile, social and loyalty efforts for Viejas Casino Resort.
- Helped Vino Volo develop an integrated omnichannel strategy, based on user-journey analysis, for mobile, social and loyalty programs.
- Assisted a division of Sony Music in developing a **customer segmentation strategy** for its eCommerce customers.

Co-Founder, Sr. Vice President - Product Development

Glowbug.com Inc - Houston, TX

January 2000 - December 2000

Launched the first company to combine viral marketing techniques, sweepstakes and promotions. Led product development for a suite of online games and sweepstakes products. Grew membership database of **6.5 million members within 6 months of launch**. Sold business to About.com.

Founder, President & Chief Strategist

Singularity - Philadelphia, PA

February 1995 - September 2010

Founded digital agency in 1995. Served numerous B2C and B2B brand clients, including CubeSmart, Fiskars Brands, Kellogg's, Kensington Computer Products, Kaiser Permanente and Omaha Steaks. Led Singularity to 140 design and marketing awards and a #30 ranking on the 2008 Philadelphia 100 List of fastest-growing, privately-held companies. Sold to media agency Communications Media, Inc. in July, 2009.

- Engineered a new eCommerce website for Darden Business Publishing at the University of Virginia. **Site traffic increased 900%**. Online sales increased 162% in first year, 122% in second year for a **cumulative 580% increase over 2 years**.
- Delivered a website redesign for Carlisle Wide Plank Floors (featured in Fortune Small Business Magazine) **increasing sales leads by 200%**.
- Created viral advergame for Kensington Computer Products reaching **45,000 consumers in over 100 countries with \$0 spent on media**. Game was honored by Adobe as their Site of the Day.

Speaking & Publishing:

Guest lecturer at Wharton, St. Joseph's University, NYU, Temple, Baruch College, Arcadia University, the Specialty Food Association, and the Mid-Market Convention. Published in MarketingProfs, Journal of Applied Marketing Analytics, The Advertising Week Blog, iStrategy.