

# RYAN NOVAK

Orlando, FL

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#### PROFESSIONAL SUMMARY

Senior Sales Engineering and AdTech leader with 10+ years of experience driving revenue growth, leading technical integrations, and supporting large-scale programmatic advertising platforms. Proven ability to bridge Sales, Engineering, Product, and Operations to solve complex technical challenges, streamline onboarding, and scale high-performing revenue teams. Deep expertise in SSP/DSP ecosystems, analytics, and enterprise client enablement.

#### CORE SKILLS

Sales Engineering Leadership

Programmatic Advertising (SSP / DSP)

Revenue Intelligence and Deal Diagnostics

Technical Integrations and API Workflows

Cross-Functional Collaboration

Data Analytics and Reporting

Python

SQL and BI Tools

Tableau

Snowflake

Technical Presentations and Demos

Process Design and Optimization

Client-Facing Technical Advisory

#### PROFESSIONAL EXPERIENCE

SONOBI -- Orlando, FL

Head of Sales Engineering \ | December 2021 -- Present

\- Lead and manage a team of Sales Engineers supporting enterprise publishers, agencies, and demand partners.

\- Built scalable sales engineering processes improving deal close rates by \~50%.

\- Reduced technical integration timelines from \~90 days to \~14 days.

\- Served as primary technical advisor for strategic deals supporting  
\\$100M+ in annual revenue.

\- Partnered cross-functionally with Sales, Product, Engineering, and  
Operations to drive platform growth.

BRITEPOOL -- Orlando, FL

Sales Engineer \| April 2019 -- November 2021

\- Led end-to-end technical integrations for enterprise advertising  
clients.

\- Supported high-value deal closures through technical discovery and  
solution design.

\- Contributed to product rollout and integration efforts leading to  
company acquisition.

SONOBI -- Orlando, FL

Director of Technical Operations \| February 2014 -- April 2019

\- Provided strategic technical leadership for publishers and internal  
stakeholders.

\- Designed SOPs and operational processes improving efficiency and  
revenue outcomes.

\- Led analytical assessments to identify and resolve platform and  
integration issues.

#### EDUCATION

Bachelor of Science, Computer Science

Full Sail University -- Orlando, FL

#### CERTIFICATIONS

IAB Digital Ad Operations Certification (DAOC)

Google Ad Manager Certification