

TAMMY BLYTHE GOODMAN

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Strategic and revenue-focused marketing executive with 20+ years in B2B tech. Proven success leading brand and communications strategies that accelerate growth, build category leadership, and unify cross-functional go-to-market efforts. From Taboola to EX.CO, I've helped build brands from the ground up and driven full-funnel marketing that delivers measurable results.

CORE COMPETENCIES

Brand Marketing | Demand Generation | Customer Acquisition | Corporate Storytelling | Content Strategy
Product Marketing | Event Strategy | Media Relations | PR Strategy | Social Media | Thought Leadership
Team Leadership | New Market Establishment | Change Management | Strategic & Analytical Thinking
Employee Development | Cross-Functional Collaboration | Marketing Funnel Optimization

EXPERIENCE

2022 – Present

VP, Brand Marketing & Communications | EX.CO | New York, NY

Rebranded EX.CO from invisible to influential—igniting awareness, credibility, and pipeline across the digital publishing industry.

- **Elevated brand visibility and market credibility** through an integrated communications strategy spanning content, PR, thought leadership, and social—contributing to **20% YoY revenue growth**.
- **Led end-to-end content strategy** across multiple formats, **fueling a 52% YoY lift in inbound leads** and equipping sales with high-converting assets.
- **Grew LinkedIn engagement by nearly 1000%** via a scalable social strategy and employee advocacy program; outperformed all direct competitors in follower growth.
- **Secured 12 major industry award wins**, including Digiday Technology/ Media/ and Video & TV Awards, which served as key sales enablement tools across the funnel.
- **Developed GTM messaging and positioning frameworks for key product expansions** (CTV, DOOH), now used company-wide to align sales, product, and leadership.
- **Ghostwrote thought leadership and media commentary** to amplify C-suite visibility and unify messaging.
- **Temporarily led global event strategy** during a team leave, managing Cannes Lions, Digiday, and high-impact NY-based client events.
- **Founded EX.CO's first Women's ERG and helped launch the company's first global walkathon**, strengthening culture and cross-office connection.

2017 – 2021

VP, Communications | SpotX (acquired by Magnite) | New York, NY

Built and executed a high-impact communications strategy for a \$116M+ global ad tech leader, driving brand elevation, industry recognition, and strategic value that contributed to a successful acquisition.

- **Drove 24% SOV in 2020**—surpassing key competitors for the first time—and **secured nearly 300 earned media placements, 55% in top-tier outlets**.
- Launched integrated campaigns that opened doors with Fortune 500 brands and agencies; one campaign alone **delivered >\$17M in political ad revenue**, while another **reached >85M potential viewers**, sparking direct conversations with Dentsu, Nielsen, Roku, The Weather Group, and Unilever.
- Orchestrated strategic comms for international expansions and GTM launches, including Pluto TV LATAM (**33% conversion, >\$8K in attributed revenue**) and a GroupM partnership (**jumpstarting**

conversations with 20+ major media companies such as AMC Networks, Discovery, Sling, T-Mobile, and WarnerMedia).

- Oversaw robust awards program **netting 10+ honors** from Digiday, Cynopsis, Crain's, Stevie Awards, and others—bolstering credibility across HR, product, and marketing.
- **Directed internal comms during pivotal moments** including M&A, pandemic response, and DEI rollouts; served on DEI Steering Committee to foster inclusion across the organization.

2016 – 2017

Director, Global Communications | Innovid | New York, NY

Owned and executed the global communications and content strategy to position Innovid as the video ad tech leader for brands and agencies.

- **Built and scaled a full-funnel content engine**—from thought leadership to blog strategy—aligned with commercial goals and executive positioning.
- **Partnered with C-suite and product leads to craft compelling narratives** that educated the market on emerging video trends and Innovid's differentiation.
- **Secured consistent, high-impact press coverage across tier-one outlets** including WSJ, Ad Age, Adweek, CNBC, Fast Company, and Business Insider, helping to drive brand awareness and sales conversations.
- **Led award submissions strategy, resulting in multiple industry accolades** (e.g., Crain's Best Places to Work, Digiday Video, IAB MIXX, Inc. Best Places to Work).

EARLIER EXPERIENCE

Marketing Communications Manager | **Taboola**

Media Relations Manager & Editorial Manager | **ooVoo**

Writing Team Manager | **Gameloft**

Copywriter | **Sony**

EDUCATION

Master of Fine Art, Film | **Columbia University**

Bachelor of Arts, Communications: Visual Media & Literature: Cinema Studies | **American University**

COMMUNITY ENGAGEMENT

Speaker:

- Cannes Lions 2025 Beet.TV panel, "CTV IRL: Croisette Confessions on Revenue, Reach & ROI"
- NYU Integrated Marketing Summit 2025, "The AI Revolution in Marketing"

Press:

- Profiled by Marketing Brew in their "Coworking With" series, highlighting leadership style and marketing philosophy (2024)
- Byline called "How I accidentally became a video game writer during the mobile boom" published in VentureBeat (2017)

Founder: #WomenofAdTech (WOAT) within AdTech God Slack community

Mentor: She Runs It

Volunteer / Director of Communications: Abandoned Angels Cocker Spaniel Rescue

TOOLS / PLATFORMS

HubSpot | Microsoft Office Suite | Google Workspace | Google Analytics | LinkedIn Campaign Manager
Asana | Monday | Trello | Canva | ChatGPT | Perplexity