



RYAN NOVAK

PROFILE

Dynamic and results-driven Sales Engineering leader with over 10 years of experience in AdTech. Proven track record of driving business growth, leading technical integrations, and exceeding sales targets.

Adept at solving complex challenges, managing high-performance teams, and implementing innovative strategies that align with business objectives. A strategic communicator with a proven ability to align technical solutions with business needs, enhancing both client satisfaction and revenue growth.

EXPERIENCE

SONOBI | ORLANDO | DEC 2021 – PRESENT

Head of Sales Engineering

- Manage a team of Sales Engineers, optimizing technical sales process through streamlined workflows and integration strategies resulting in increased efficiency and 50% improvement in deal close rates
- Developed and implemented scalable sales engineering processes, reducing integration time from 90 days to 14 days on average, significantly improving client satisfaction
- Led cross-functional collaboration across sales, product, operations, and engineering teams (internal and external) contributing to consistently doubled year over year growth
- Designed and executed strategies that exceeded sales quotas every quarter, driving new business and reinforcing customer retention
- Delivered technical presentations and product demonstrations to key stakeholders, supporting over \$100M in annual revenue

BRITEPOOL | ORLANDO | APR 2019 – NOV 2021

Sales Engineer

- Managed end-to-end technical integration for large enterprise clients, delivering a seamless onboarding experience
- Provided technical sales support that contributed to the closing of high-value publishers and advertisers
- Oversaw detailed product rollout from initiation to development and sustainment, ensuring long-term satisfaction and ultimately the acquisition of the company

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SOCIALS

- www.ryannovak.net
- [linkedin.com/ryan-novak-385565a](https://www.linkedin.com/in/ryan-novak-385565a)

SKILLS

- Salesforce, Hubspot
- Adtech platforms such as GAM
- Adobe Suite
- Data Analysis & BI
- Presentation & Communication
- Leadership & Strategy

EDUCATION

COMPUTER SCIENCE

Full Sail University / Orlando FL

CERTIFICATIONS

- IAB Digital Ad Operations Certification (DAOC)
- Google Ad Manager Certification
- IAB

SONOBI | ORLANDO | FEB 2014 – APR 2019

Director of Technical Operations

- Delivered guidance to outside clients and publishers to complete deliverables within timelines and increase revenue.
- Used various quantitative and qualitative techniques to help design and perform analytical assessments.
- Updated and published standard operating procedures (SOPs) using stakeholder, customer and employee input and feedback resulting in clearer and more useful instruction for users.
- Coordinated analytical and evaluative techniques to identify, consider and resolve technical issues.