

ANDREAS SAUTTER

Senior Product and Operations Executive

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Summary

- Successfully scaled organizations from start-up to large-scale international deployments at Ofoto/Kodak Gallery, NetGravity, and NeXT.
- Ran product management and was personal Systems Engineer for Steve Jobs
- Rolled-out category-defining products in the online photo, and ad tech space including YP, Ofoto / Kodak Gallery, NetGravity, and SpotRunner.
- Executed large scale Ad Operations with global footprint at YP.
- Creating innovation venture operations and strategies for a wide range of startup-ups including FoodKarma, and Better.Off.

Experience

Magnus Omnia Consulting, Los Angeles, California

PRINCIPAL

2016 – present

- Advise start-ups including fin-tech, e-commerce, and food, on the entire innovation cycle from inception to scaling.
- Create tailored operation plans focused on customer-centric execution of all aspects of venture operations.
- Set up and drive design sprints to clarify vision and execute rapid user testing.
- Reference projects include FoodKarma, Better.Off, Stonemaps, all still in stealth mode.

YP (formerly AT&T Advertising Solutions), Glendale, California

DIRECTOR, DIGITAL OPERATIONS

2010 – 2016

YP is a leading local marketing solutions provider in the US dedicated to helping local businesses and communities grow.

- Led teams of designers, consultants, analysts, and ad operations specialists to create website, video, mobile and online display advertising worth 500+ million dollars annually.
- Reduced cost structures by over 50%, applying lean principles and creating a global footprint.
- Operationalized industry leading presence products through customer profile distribution, and vertical data enhancement, resulting in significant data accuracy and completeness.
- Accelerated revenues by improving cycle times for key markets/products by over 50%.
- Improved customer satisfaction by implementing net promoter score (NPS) measures on all customer touch points, as well as streamlined end-user and sales support throughout the customer lifecycle.

Spot Runner, Inc., Los Angeles, California

VICE PRESIDENT, OPERATIONS

2005 – 2009

Spot Runner developed next generation online and broadcast advertising platforms. Acquired by Harris Corp.

- Created a range of groundbreaking online and cable TV video ad products at a wide range of price-points for SEO, in-page, instream, and broadcast TV.
- Acquired and led integration of third party videographers network.
- Defined and implemented systems for the Malibu Media Exchange platform, including KPIs, SLAs, data operations, client services, inter-departmental processes, and media seller and buyer onboarding.
- Supported the output and traffic of 100+ broadcast TV ads per month for brands such as Coldwell Banker, Buy.com, Disney, Microsoft, and StubHub.
- Created and managed scaled post-production strategies, teams, and infrastructure for hundreds of thousands of assets.
- Developed industry-leading repository of local cable rates.

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Ofoto, Inc. – A Kodak Company, Amsterdam, the Netherlands
VICE PRESIDENT/GENERAL MANAGER, KODAK GALLERY/OFOTO EUROPE
2002 – 2005

Ofoto Europe (Kodak Gallery) was a leading online photo sharing and finishing service.

- Created winning business case and go-to-market strategy for entry into European marketplace.
- Ran P&L, tailored operations and established European headquarters.
- Introduced first comprehensive mobile imaging solution to EMEA market in 2004, establishing Kodak as the premier mobile imaging service provider for mobile carriers.
- Implemented and guided marketing, product management, and operations including European launch, PR, marketing communications, product portfolio and marketing, print operations, and customer service.
- More than doubled Internet print business in EMEA year over year from 2003 to 2004.

Ofoto, Inc., Emeryville, California
DIRECTOR, PRODUCTS
1999 – 2002

Ofoto (now Shutterfly) was a leading online and mobile photo sharing and finishing service.

- As one of Ofoto's founding employees, defined and launched groundbreaking online photo finishing service.
- Set category defining product and service strategies that were emulated as industry standards. These included social networking, digital print and shipping pricing, and international shipping (an industry first).
- Led products team with a scope that included web development, creative services, software development, and QA.
- Drove revenue and margin growth via the launch of a number of strategic products including custom printed cards, wallet prints, archive CDs, poster-sized prints, and wholesale printing via partners Sony and Apple.
- Set up and refined print productions plants and e-commerce systems that quickly became reference models for print-to-web businesses.

NetGravity, Inc., San Mateo, California
DIRECTOR, PRODUCT MARKETING
1997 – 1999

NetGravity pioneered online advertising and marketing solutions. Acquired by DoubleClick.

- Grew product line from single offering to fully rounded suite
- Created product marketing infrastructure including processes, team, advisory boards, and user groups.
- Negotiated and oversaw strategic partner programs with Microsoft and RealNetworks.

Additional Experience

As an early employee of Steve Job's **NeXT Computer** (subsequently acquired by Apple), I held various product management and engineering positions. These included management of the product team, overall life-cycle product responsibilities for NeXT's network system management architecture, and product management for OPENSTEP developer, and operating systems. I also was Steve Job's personal *Systems Engineer* for European keynote engagements.

Education

- **HTL**, Biel, Switzerland Bachelor of Science, Computer Science
- **THNK – School of Creative Leadership**, Amsterdam, The Netherlands, THNK fellow
- **AT&T Advertising Solutions**, Six Sigma green belt

Fluency

- English: Bilingual Proficiency
- German: Native Proficiency
- French: Full Professional Proficiency