

GREG MITCHELL

Director of Partnerships and Integrations | AdTech | Data | Martech
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SUMMARY

Partnerships and integrations leader with 14 years of experience across adtech, data, martech, analytics, and enterprise technology. Manage strategic partner and vendor relationships, lead technical integrations, and support go-to-market efforts for data products. Known for translating business needs into practical technical solutions, improving partner operations, and building processes that scale. Background includes partner management, technical pre-sales, client strategy, data integrations, and cross-functional team leadership.

CORE COMPETENCIES

Strategic Partnerships | Partner and Vendor Management | Technical Integrations | Partner Enablement | Go-to-Market Support | Technical Pre-Sales | Data and Identity Ecosystem | AdTech and Martech | First-Party Data | Audience Distribution | Cross-Functional Leadership | Process Design and Automation

EXPERIENCE

Director, New Initiatives | Path2Response LLC

2023 - Present

Lead the company's partner ecosystem, technical integrations, and go-to-market work across a first-party data and direct mail co-op business.

- Manage relationships with eight external data and technology partners, including Merkle/4Cite, Zeta, Skydeo, El Toro, Wunderkind, and Visual Visitor; partner-sourced data volume nearly doubled over two years.
- Led the integration of the company's first-party dataset into the LiveRamp marketplace, opening distribution to more than 100 DSPs and audience platforms and creating a new revenue channel.
- Own the partner lifecycle from evaluation and technical scoping through contract alignment, onboarding, launch, and ongoing relationship management.
- Support new data product launches by identifying partners, shaping requirements, coordinating internal teams, and providing technical pre-sales support.
- Evaluate and onboard audience distribution partners, including Eyeota, Neustar, and LiveRamp alternatives, to expand marketplace reach.
- Reduced client onboarding from more than seven days to one business day through process redesign, automation, and clearer ownership.

Director of Analytics | Spark Foundry

2021 - 2023

Led a 13-person remote team delivering analytics, data engineering, infrastructure, and measurement for a large pharmaceutical client.

- Served as the senior relationship lead across client, media, analytics, and engineering stakeholders, managing executive communication and cross-team decisions.
- Led the migration from fragmented legacy systems into a centralized AWS environment, improving reliability, scalability, and measurement capabilities.
- Built repeatable onboarding, delivery, and documentation processes that reduced operational friction and made the team easier to scale.
- Mentored team members through cloud upskilling, helping four direct reports earn AWS certifications.

Solutions Engineering Manager | Aqfer**2020 - 2021**

Built the client-facing solutions function during an early growth stage for an enterprise data platform.

- Led solution design and relationship management for 12 enterprise clients, including Acxiom, U.S. Bank, MLB, and Vevo.
- Supported pre-sales as the technical lead for discovery, solution scoping, product positioning, and deal qualification.
- Designed client-specific data integration workflows and worked with engineering to turn recurring needs into reusable product capabilities.
- Established delivery processes, ticketing, and QA standards that supported growth without proportional headcount increases.

Data Operations Engineer | Goodway Group**2018 - 2020**

- Built and maintained ETL pipelines that brought advertising platform and third-party data into the central analytics environment.
- Worked directly with clients to improve website tagging and data collection, strengthening attribution accuracy and reporting quality.
- Used SQL, Python, and Tableau to deliver campaign analytics, operational reporting, and data quality improvements.

Lead Data Analyst and Solutions Manager | J.D. Power**2011 - 2018**

Managed measurement and attribution engagements across more than 30 automotive clients, including tier-one manufacturers and dealer groups.

- Served as the primary relationship owner for enterprise automotive accounts, translating business goals into technical measurement solutions and supporting long-term retention.
- Delivered online-to-offline attribution and identity resolution products that connected website activity with vehicle purchases.
- Managed tracking pixel implementations across OEM and dealer websites, coordinating work across clients, advertising partners, analytics, and engineering teams.
- Built repeatable reporting and delivery processes for large-scale automotive marketing and measurement programs.

INDEPENDENT PROJECTS

FiresideSender | firesidesender.com | Independent Project

Full-stack project focused on website visitor identity resolution, email deliverability and warming, outbound engagement, and DNS/DMARC monitoring. Built with Node.js, React, PostgreSQL, AWS, Stripe, and OpenRouter AI to maintain hands-on experience with the systems behind data products and technical partnerships.

UncRetro | uncretro.com | Independent Project

No-login agile retrospective tool with real-time collaboration, AI-generated summaries, and multiple board types. Built with Node.js, Socket.io, OpenRouter AI, and PostgreSQL.

EDUCATION

Full-Stack Web Development | Thinkful**Computer Science Coursework | Valencia College**