Laura Hicks

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Product Manager specializing in AI-driven automation and contextual advertising, with a strong track record in developing data-powered multi-market platforms that optimize ad targeting, streamline workflows, enhance campaign performance and leverage data for revenue opportunities.

Finalist Women Leading Tech Awards Presented By Atlassian two consecutive years, 2023 and 2024.

WORK EXPERIENCE

GumGum   **July 2024 - Present**

Sr Product Manager, Mindset Graph and Client Experience tools - Los Angeles, CA
The Mindset Graph portal helps advertisers plan and optimize their contextual advertising strategies by providing data-driven insights into consumer mindsets, attention levels, and brand relevance across different contexts. https://gumgum.com/mindset-graph

- Led the development and growth of the **Mindset Graph portal** by successfully **launching and scaling** the portal, helping advertisers enhance targeting (reach and relevance), optimize campaigns in real-time (using attention time signals), and driving better ad performance across global markets.
- Enabled 28% **revenue growth** by increasing campaign bookings and responses for briefs (RFPs) based on the insights provided and audience reach by the portal.
- Decreased reporting time by 55% and planning/proposal time by 30% through automation and AI-driven ad solutions.
- Contributed to **increased user adoption**, boosting revenue from **Mindset Graph-powered solutions** and scaling them across North America, EMEA, Japan, Southeast Asia, and Oceania by optimizing contextual ad targeting, streamlining activation workflows and supporting multiple languages,
- Strengthened **collaboration across global teams**, driving alignment between executives, product, sales, product marketing, marketing and engineering by partnering with **international cross-functional teams** to implement automation and insights, improving campaign planning, activation, and reporting across diverse markets.
- Delivered advanced campaign planning tactics and custom segment creation by leveraging data from contextual brand mentions, brand vertica contextual mentions, brand vertical attention time, and first-party (Liveramp) and third-party data (Lotame) integrations.
- Led a team of 10 people specialized in Software Development, Data Science, Data Engineering and Product Design

GumGum   **May 2022- May 2024**

Sr Product Manager, Global Automations and Data Activation - Los Angeles, CA
Led the automation and data activation strategy for GumGum's bespoke ad platform, "The AdManger", enhancing efficiency, scalability, and revenue through AI-driven insights.

- Led the automation and data activation strategy for the AdManager by designing and launching automation solutions that optimized digital advertising workflows, reducing manual effort by 80% and improving operational efficiency across North America, EMEA, Japan, Southeast Asia, and Oceania.
- Implemented automated data pipelines and reporting dashboards that reduced time-to-insight for internal teams and clients, improving campaign performance and decision-making.
- Contributed to increased revenue by enabling data-driven optimizations that helped advertisers maximize performance, leading to higher ad engagement and improved return on ad spend (ROAS)

- Led cross-functional teams across Product, Engineering, Data Science, and Sales to drive innovation in ad automation by partnering with international stakeholders to identify automation opportunities, ensuring seamless integration with existing ad operations.

Playground xyz (a GumGum Company)   Oct 2021- Oct 2022

Product Manager, Platform - Sydney, Australia
Led the development, scaling, and integration of Playgorunds xyz' custom ad platform, enhancing efficiency and revenue. Collaborated with cross-functional teams to innovate performance metrics like "Attention Time" and "Viewable Engagement Rate," improving ad effectiveness and client decision-making.

- Spearheaded the growth and optimization of " The Playground", a custom-made ad platform, ensuring seamless integration with business operations by successfully delivering platform features that enhanced efficiency and scalability, directly impacting revenue by a 25% increase in post-campaign bookings and operational performance, reducing reporting time by 70%.
- Championed integrations with Xandr and Salesforce to streamline processes.
- Championed innovation by collaborating with other teams to develop and implement **"Attention Time"** and **"Viewable Engagement Rate" metrics**, providing advertisers deeper insights into user engagement and ad effectiveness. These metrics became core differentiators, helping GumGum demonstrate the value of its ad solutions and influencing client investment strategies.

ewokii.com   Oct 2019- Oct 2021

Product Manager & Founder - Sydney, Australia
Founded and led Ewokii's platform (a marketplace), driving product strategy, user experience, monetization, and market growth through agile execution and innovation. **Sold the business in 2021**

- Designed and implemented a user-centric platform that prioritized seamless interaction, adoption, and engagement by conducting **user research and feedback loops and implementing UX/UI design.**
- Developed and executed monetization strategies to drive revenue and ensure the platform's financial sustainability by launching multiple revenue streams, including subscription models, partnerships, and premium services.

Bites Company   Oct 2018- Oct 2021

Product Manager & Founder - Sydney, Australia
Founded and led BC' platforms and robotic systems, driving product strategy, user experience, monetization, and market growth through agile execution and innovation. **Sold the business in 2021**

From 2008 to 2018, I worked in various Business Development and Trade Marketing roles at Media (Indesign Media Asia Pacific, and Fairfax Media, and In the Wine Industry. [My LinkedIn profile provides full details](#)

EDUCATION

EAFIT University Bachelor of Business Administration   **Graduated 2010**
- Major Advertising and Marketing
TAFE Australia International Business Diploma   **Graduated 2012**

Multiple references are available upon request.