



LAURA HICKS

Senior Product Manager
Ad Tech

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EDUCATION

- **Business Administration**
Major Advertising and Marketing
2005-2010
- **International Business**
TAFE
2012

COURSES

- **Product Management Elevate.** Academy Xi - Sydney
- **User Experience Elevate.** Academy Xi - Sydney
- **Web Circuit Design & Coding.** General Assembly - Sydney

SKILLS

- Adobe suite: photoshop, illustrator & inDesign
- UX/UI design, Figma & XD
- Human Centred Design
- Product Lifecycle
- System Integrations
- Platforms
- Process Automation
- Data Activation

AWARDS

Mar 2024 | Women Leading tech Presented by Atlassian
Second year finalist: Product Manager

Mar 2023 | Women Leading tech Presented By Atlassian
Finalist: Product Manager

SUMMARY

DATE	TITLE	COMPANY	INDUSTRY	CITY
2021-NOW	Senior Product Manager	GumGum	Advertising Technology	Los Angeles
2019-2021	Product Manager & Founder	ewokii.com	e-commerce	Sydney
2019-2021	Experience Producer	Academy Xi	Education Tech	Sydney
2018-2021	Product Manager & Founder	Bites Company	Electronics & Robotics	Sydney
2018-2019	Business Development Manager	Indesign Media Asia Pacific	Advertising & Media	Sydney
2016-2018	Business Unit Manager	Handpicked Wines	Wine	Sydney
2013-2014	Trade Marketing Manager	Fairfax Media	Advertising & Media	Sydney
2008-2010	Trade Marketing Manager	François Lurton	Wine	Buenos Aires

ABOUT ME

People describe me as a mix of creativity and science.

At 15 years old, Laura started her Business Degree with an honored scholarship awarded to her because of her exceptional academic performance. It was there she began a lifelong passion for products, marketing, innovation, leadership and ultimately a never-ending curiosity on how to build successful businesses by solving the customer's problem through deep empathy.

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WORK EXPERIENCE

GumGum

ACHIEVEMENTS

Senior Product Manager, Global Data Activation

May 2023 - Present

This role is responsible for the ideation and delivery of automation for our custom-made ad platform, enhancing client satisfaction and strengthening the company's position in the global ad tech landscape. The software delivered here drives scale, efficiency and revenue while leveraging data to design and derive actionable insights, crafting comprehensive reports that offer valuable information to clients across diverse markets (North America, EMEA, Japan, South East Asia and Oceania). The responsibilities span strategic planning, execution, and analytics. This entails identifying opportunities for automation and integration within digital advertising workflows, collaborating with international cross-functional teams to develop and implement these solutions, and continuously iterating based on market feedback and performance metrics.

This role also leads Experience GumGum, a platform that helps advertisers to leverage The Mindset Platform, an AI-powered data engine that binds our core tech solutions: Context, Attention and Creative to help advertisers find the right audiences, at scale in real-time.

GumGum solutions includes Display/Video units, OLV, Connected TV, GG Exchange, & In-Game.

Product Manager, Global Automations

October 2022 - May 2023

This role was responsible for designing and delivering automations in our custom-made ad exchange platform servicing the global business units; it required a multifaceted approach. It involved understanding the complexities of digital advertising workflows and identifying areas where automation can streamline processes, improve efficiency, and enhance performance. This entails conducting thorough market research, collaborating closely with stakeholders across regions to understand diverse user needs, and translating these insights into a comprehensive product roadmap. Working closely with engineering teams, this role oversaw the delivery of the work

Product Manager, Platform

October 2021 - October 2022

This role orchestrated the development, scaling, and integrations of the company's custom-made ad platform. This role collaborated closely with cross-functional teams, including engineering, design, sales, and marketing, to ensure alignment with business objectives and timely delivery of features. I was a strategic leader, driving innovation and ensuring the platform aided efficiency and drove revenue to our business by leveraging data. This role also developed and implemented the creation of metrics like "Attention Time" & "Viewable Engagement Rate".

ewokii.com

Product Manager & Founder, Platform

June 2019 - August 2021

As the founder, I shaped our platform's value proposition and oversaw its entire life cycle, from inception to delivery. I focused on ensuring a stellar user experience, managing the technical aspects, and driving monetisation efforts. Leading with an agile strategy, I ensured our adaptability to market shifts. Additionally, I defined our growth strategy, identifying opportunities to expand our market reach and make a significant impact.

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WORK EXPERIENCE

Academy Xi

Bites Company

Indesign Media Asia
Pacific

Handpicked Wines

Fairfax Media

François Lurton

ACHIEVEMENTS

Experience Producer

November 2019 - January 2021

Cross-functional work across teams to design and deliver online courses during the pandemic. The goal was to successfully transition from in-classroom courses to online courses. My team delivered the vision by working with Marketing, Web Development, & service design.

Product Manager & Founder

July 2018 - 2021

Founder. Responsible for defining the value proposition and delivery and product life cycle. Design and execution of the agile strategy. Product management (UX, tech, business budget). Marketing. Sales B2B and B2C. Online (web design, technical SEO, Google Analytics and definition of the digital advertising strategy)

Business Development Manager

May 2018 - May 2019

Media Strategist. Planning of integrated media campaigns for clients in APAC, using digital, print, industry trade shows, partnerships, and strategic content marketing.

Business Unit Manager

September 2016 - May 2018

Responsible for strategic direction in sales operations. Managing a team of 15 people. Cross-functional work with Marketing, Branding, Sales, Finance & Winemakers to align the business to the global strategy. Product and market development.

Trade Marketing

April 2013 - August 2014

Assisting the National Trade Marketing team (8 people) promoting FairfaxMedia brands. Updating customised information on adcentre.com.au and Salesforce . Creating materials to promote media brands such as media kits and partnership opportunities. Working across 5 business divisions: Australian Publishing Media, Domain, Digital Ventures, Fairfax Radio and Fairfax New Zealand.

Trade Marketing

February 2008 - June 2010

Responsible for the marketing mix strategy for domestic and international markets. Events for clients. PR. Product development & branding. Working with a wine portfolio from 5 countries. Trade Marketing for our distributors in more than 8 countries (US, LatinAmerica and Europe).