



Sarah Baird, SVP, Global Revenue Operations

I'm a dynamic, results-oriented leader who partners with cross-functional teams to execute strategic priorities and operational plans. Throughout my career, I have garnered experience with Fortune 500 brands like Procter & Gamble, Kellogg's and their respective agencies. I've also worked with Comscore 50 Publishers like Microsoft, CNN and Meredith. I've found that I'm most valuable to companies when I'm able to nurture and lead teams who are results-driven, utilize data to implement revenue-focused strategies, and develop relationships with customers.



Teads (NASDAQ: TEAD) is the omnichannel outcomes platform for the open internet, driving full-funnel results for marketers across premium media. With a focus on meaningful business outcomes for branding and performance objectives, the combined company ensures value is driven with every media dollar by leveraging predictive AI technology to connect quality media, beautiful brand creative, and context-driven addressability and measurement. One of the most scaled advertising platforms on the open internet, Teads is directly partnered with more than 10,000 publishers and 20,000 advertisers globally. The company is headquartered in New York, with a global team of nearly 1,800 people in 36 countries.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Achieve Revenue, Cost Saving Targets related to Company Merger and Adoption of AI

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Salesforce, Microsoft

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

35

WHO DO YOU REPORT TO?

COO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$50 to \$150 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Improving effectiveness of our commercial organization resulting in increased revenues and achieving strategic targets

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

AI Partners, Commission Automation, Vendor Management

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Implementing end-to-end process automation to eliminate manual bottlenecks and accelerate execution	A
Integrating real-time operational dashboards for enhanced visibility and faster decision-making	D
Leveraging AI-driven analytics to predict and mitigate operational risks before they escalate	B
Deploying digital twins for supply chain modeling and scenario planning	C
Adopting cloud-based collaboration tools to support hybrid and distributed teams	E
Enhancing cross-functional data integration to break down silos and improve workflow efficiency	B
Utilizing IoT sensors for real-time asset tracking and predictive maintenance	A
Streamlining procurement and inventory management with advanced automation platforms	C
Investing in cybersecurity solutions to safeguard operational data and ensure business continuity	E
Implementing agile project management tools to increase responsiveness to market changes	D
Optimizing resource allocation with AI-powered workforce management systems	C
Deploying mobile-first solutions for field operations and remote workforce enablement	A
Integrating sustainability metrics into operational dashboards for ESG compliance	B
Automating compliance monitoring to reduce regulatory risk and reporting burden	D
Enhancing customer experience by digitizing the end-to-end service delivery process	E
Utilizing advanced analytics for cost optimization and margin improvement	C
Adopting robotic process automation (RPA) for repetitive back-office tasks	B