

CHARLIE BARNES

GLOBAL DATA+AI PRODUCT LEADER | STRATEGY & INNOVATION EXPERT | AGILE GROWTH AND TRANSFORMATION DRIVER | 2X EXIT EXEC

📞 214-662-4993 @ charlie@charliebarnes.com 🔗 <https://linkedin.com/in/charliebarnes> 📍 Austin



EXPERIENCE

Principal

KindRobot 05/2024 - Present Austin, Texas Metropolitan Area

AI consulting firm specializing in business consulting for AI initiatives focused within the marketing and advertising domain

Global Lead - AI Strategy and Enablement Team

Acxiom 03/2023 - 06/2024 New York, New York, United States

I lead Acxiom's AI strategy and AI R&D efforts, leading the Acxiom AI Steering Committee and serving as a founding member of the IPG AI Core Strategy Team.

- Guided analysis, strategy, and investment efforts related to AI initiatives
- Created and led Acxiom's AI Steering Committee and served as primary contributor on IPG AI Steering Committee, including leading the AI products & services workstream for Acxiom and IPG.
- Delivered market intelligence and investment business cases for cross-agency AI initiatives. This included M&A recommendations and generating AI strategy and strategic plans for key Acxiom and IPG clients.

Vice President - Global Head of Strategy and Innovation

Acxiom 10/2022 - 06/2024 New York, New York, United States

I own responsibility for market-competitive intelligence, strategy development, innovation projects, and analyst relations, at Acxiom.

- Guided analysis, strategy, and incremental investment efforts related to new product and strategic initiatives, including development of strategic partnerships and cross-portfolio product development.
- Developed key strategic initiatives and projects targeted at growth engines for Acxiom, as well as Acxiom+IPG.
- Delivered market intelligence and investment business cases for Acxiom and cross-agency initiatives, including investment allocation for key growth initiatives related to cloud and data+AI products and services.

Vice President - Product Portfolio Strategy and Innovation

Acxiom 07/2020 - 09/2022 New York, New York, United States

I lead a team responsible for optimizing innovation and growth within Acxiom's portfolio of businesses and products, and guides all investment decisions, whether for developing new products, investing in partner businesses, or leading targeted M&A initiatives. I lead a team that serves as Acxiom's principal research arm, providing regular updates on the industry and competitors to guide decision-making for senior leadership as well as managing Acxiom's relationship with 3rd party research analysts.

- Guided analysis, strategy, and incremental investment for three-year plan addressing five key pillars of Acxiom portfolio, representing our primary growth initiatives.
- Guided strategic planning and incremental investment funding the development and launch of new products and capabilities across data, identity, customer data platform and analytics areas of Acxiom's portfolio.

SUMMARY

I solve problems with data+AI, and shape products and solutions that help brands embrace digital transformation to connect with their audience. I've spent my career representing the voice of the customer to build some of the best digital products for companies ranging from \$50M to \$5B in valuation.

SKILLS

Artificial Intelligence • Innovation • Strategy •

Product Development • Analytics •

Strategic Partnerships • Cloud Computing •

Business Development • Thought Leadership •

Market Intelligence • Strategic M&A

EDUCATION

Executive Master of Business Administration (EMBA), Marketing, Finance, Strategy

Southern Methodist University
09/2007 - 05/2009

Executive Management Program, Marketing, Finance, Management

Harvard Business School
06/2005 - 06/2005

Bachelor of Science - BS, Radio, Television, and Digital Communication

The University of Texas at Austin
09/1994 - 05/1997

EXPERIENCE

Vice President - Strategy and Development - Acxiom Accelerate (IPG X Acxiom)

Acxiom 01/2020 - 07/2020 New York, New York, United States

I lead a cross-functional team responsible for strategy and development for the Acxiom Accelerate team, addressing opportunities across IPG and Acxiom. Our goal is to accelerate growth for Acxiom and IPG through the strategic development of joint opportunities and innovative solutions.

- Guided investment in digital media market with a focus on in-house programmatic solutions, leading to new partner-driven capabilities and solutions in collaboration with key IPG agencies.
- Developed go-to-market strategy for, ConneCXions, Acxiom's suite of adtech X martech services and solutions, that enable customers to achieved connected customer intelligence across platforms and channels. Launched this new suite into market in Q2 of 2020.

Senior Director - Market Innovation and Product Strategy

Acxiom 01/2019 - 12/2019 Austin, TX

I lead a cross-functional team responsible for strategy and business case development for Acxiom's offerings and ensures that product strategies are integrated within company strategy and operational plans. I drive continuous market-sensing activities and align cross-functional efforts with product strategy in maximizing market opportunities for Acxiom products.

- Introduced streamlined product development and opportunity analysis process to guide investment decisions.
- Guided investment in CDP capabilities, leading to new partnerships and solutions that have become a primary pillar of the Acxiom portfolio.
- Guided investment in Advanced TV market, leading to new capabilities driving one of Acxiom's primary growth engines for our data business.

Senior Director - Products

Acxiom 02/2016 - 12/2018 Austin, Texas Area

I lead a cross-functional teams in delivering innovative new digital products and solutions to market that leverage Acxiom capabilities to power personalized omnichannel experiences. Responsible for full range of product management responsibilities including market analysis, strategy, development, positioning, pricing & sales engagement, sales engineering & customer support for solutions that activate and orchestrate data for a wide range of user applications and systems.

- Delivered updated product portfolio for Acxiom Marketing Solutions division
- Led go-to-market and sales enablement efforts for new Unified Data Layer platform and supported solutions and services during best three bookings quarters in the last decade for AMS Division
- Received Q3 2017 Leadership and Management Award for Marketing Solutions division
- Provide thought leadership and sales enablement content for new Privacy-by-Design and 2nd Party Data Collaboration solutions
- Consultative sales support and product leadership in engagements supporting existing clients and new logo pursuits

EXPERIENCE

Senior Vice President - Product Strategy and Management

MassiveData (Division of FourthWall Media) 01/2013 - 02/2016

Washington D.C. Metro Area

I lead the effort in designing digital products that help brands find their audience. Responsible for product strategy, professional services and delivery of solutions for data services and addressable advertising platforms at MassiveData, a data and marketing services startup serving multiple market segments including digital agencies, DMPs, DSPs and SSPs, audience measurement and research agencies, programmatic advertising platforms, trading desks, consumer behavior analytics, brands, media companies and Operators/MVPDs.

- Delivered data management platform and data services applications powering business with 100%+ annual growth over last two years.
- Led professional services and customer engagement, including custom and product-supporting initiatives
- Delivered integrated middleware platform enabling data aggregation, processing and analytics
- Guided data partnerships in delivering predictive analytics solutions
- Led product management, professional services, UX/UI, project management, customer and sales support, program management and QA + QC functions

Senior Vice President - Product Strategy and Management

FourthWall Media 12/2010 - 02/2016 Washington D.C. Metro Area

Reporting to the CTO, I lead a functional teams across multiple areas including professional services, strategic product development and operations with P&L responsibility for FourthWall Media's full portfolio of industry leading products including data management platform, data services applications, and addressable advertising platform.

- Led shared services division responsible for the development, deployment and management of connected device platform, professional services engagements, consumer applications, data collection/data integration and data management platform.
- Guided transition from start-up to mature enterprise while company saw largest increase in revenue and product distribution in company history
- Launched AirCommand, a cloud-based service architecture enabling next generation, multi-screen TV services connecting internet connected devices to connected devices
- Launched next generation TV services to 10MM+ connected devices from Arris, Pace and Cisco
- Directed development and launch of second generation advanced advertising solution to over 4MM+ households.
- Led product management team guiding the launch of products across three of top five cable operators and numerous 2nd and 3rd tier MSOs reaching over 7MM+ digital cable subscribers
- Partnered with sales team to drive customer acquisition and business development efforts
- Led product management, project management, program management and QA functions