

JUSTIN LORESCO

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COMMERCIAL STRATEGY | STRATEGIC PARTNERSHIPS | BUSINESS DEVELOPMENT | REVENUE GROWTH

PROFESSIONAL SUMMARY

Commercial strategy, partnerships, and business development leader with 17+ years of experience identifying growth opportunities, developing commercialization strategies, and translating market demand into measurable revenue outcomes. Expertise in identifying revenue opportunities, developing commercialization strategies, launching new products and partnerships, and aligning market demand with business objectives. Known for combining business analysis, market insight, and stakeholder alignment to develop practical growth initiatives that improve monetization, strengthen competitive positioning, and drive revenue performance.

CORE COMPETENCIES

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|----------------------------------|-----------------------------|-----------------------------------|
| Commercial Strategy | Strategic Partnerships | Revenue Growth & Monetization |
| Business Development | Go-to-Market Strategy | Product Development |
| Commercialization Strategy | Market Analysis | Revenue Planning |
| Executive Stakeholder Management | Cross-Functional Leadership | Pricing & Packaging Strategy |
| Growth Strategy | Market Intelligence | Forecasting & Pipeline Management |
| Strategic Initiatives | New Market Development | Program Development |

EXPERIENCE

TSIA

2024 – 2026

Senior Partner Program Lead

- Owned commercialization strategy and revenue execution for a \$4.1M partner business encompassing sponsorships, executive boards, digital programs, events, and strategic partnerships.
- Generated \$1.1M in booked revenue while serving as the sole revenue owner responsible for new business development, renewals, forecasting, pricing, packaging, and partner strategy.
- Produced weekly revenue forecasts and commercialization updates for executive leadership, providing visibility into pipeline performance, revenue risks, and growth opportunities across the partner portfolio.
- Repositioned sponsorship strategy for TSIA's inaugural Board Summit by replacing inventory-based offerings with outcome-focused partnership packages, improving market alignment and securing sponsorship commitments despite limited event awareness and compressed sales timelines.
- Developed integrated event-plus-digital partnership programs that leveraged demand from TSIA's flagship conference to offset underperforming virtual event revenue and improve overall portfolio monetization.
- Identified organization-wide CRM and database management issues impacting commercial performance, developing recommendations that improved leadership visibility into operational risks affecting revenue generation.

ADMONSTERS

2014 – 2024

Senior Director Sales & Marketing

- Owned commercialization strategy and revenue execution for a media and events business generating approximately \$2.1M annually across sponsorships, media products, and industry conferences.
- Served as sole revenue owner for the business, overseeing pricing strategy, forecasting, sponsorship packaging, contract negotiations, partner development, and revenue planning across three annual industry conferences and a year-round media platform.
- Recognized shifting partner demand away from standalone media products and developed integrated event-plus-media sponsorship programs that improved monetization and aligned investments with measurable business outcomes.
- Developed sponsorship prospectuses, pricing models, inventory strategies, and custom thought-leadership programs that expanded revenue opportunities while supporting partner marketing and business objectives.
- Managed strategic relationships with more than 100 partner organizations including Google, Salesforce, Oracle, Amazon, Yahoo, The Trade Desk, OpenX, PubMatic, Magnite, and DoubleVerify.

- Progressed into sole commercial ownership of the business, becoming responsible for revenue strategy, partner development, pricing, forecasting, and sponsorship sales across the organization's media and events portfolio.
- Provided executive leadership with weekly revenue forecasts, pipeline analysis, and commercialization recommendations based on market conditions, sponsorship demand, and sales performance.

IMEDIA COMMUNICATIONS

2012 – 2014

Sales Manager & Salesforce Administrator

- Transitioned from marketing leadership into revenue ownership, leveraging deep industry expertise and customer insight to develop sponsorship, advertising, and event-based revenue programs.
- Owned revenue generation across sponsorships, delegate sales, digital advertising, native content, and custom media programs supporting a portfolio of industry events and online properties.
- Applied a consultative sales approach grounded in audience development and marketing strategy, helping clients align investments with brand awareness, lead generation, and customer acquisition objectives.
- Continued serving as Salesforce Administrator while supporting CRM optimization, reporting enhancements, forecasting visibility, and sales process improvements across the organization.
- Developed new business opportunities through market analysis, prospect development, and strategic outreach, expanding relationships with technology vendors, agencies, and marketing organizations.
- Built a reputation for combining industry expertise, commercial insight, and relationship management, leading to recruitment by AdMonsters to support the expansion of its commercial organization.

IMEDIA COMMUNICATIONS

2008 – 2012

Marketing Director & Salesforce Administrator

- Progressed from Job Board Sales & Marketing Coordinator to Marketing Director and Salesforce Administrator through successive expansions in leadership, operational, and commercial responsibility.
- Helped build and scale the company's first formal marketing function, supporting a portfolio of industry events and digital media properties generating multi-million-dollar annual revenue.
- Helped lead the organization's transition from spreadsheet-driven operations to Salesforce, translating cross-functional business requirements into CRM workflows, reporting structures, and operational processes that improved visibility and organizational alignment.
- Partnered with executive leadership to identify emerging market opportunities and launch new event brands, including Marketing to Moms Summit and Next Wave Startup Showcase, expanding audience reach, strengthening competitive positioning, and supporting long-term brand growth.
- Built and managed a growing marketing team responsible for campaign execution, sales enablement, audience development, event promotion, and operational support across multiple business units.
- Standardized reporting, lead management, and database processes by replacing fragmented spreadsheet-driven workflows with a centralized CRM environment.

TAPIT!

2011 – 2012

Strategic Advisor

- Advised leadership of an emerging mobile advertising company on market positioning, demand generation, commercialization strategy, and go-to-market planning during a period of rapid growth in the mobile advertising sector.
- Helped shape early market positioning and category messaging, contributing to the company's emergence within the rapidly growing mobile advertising ecosystem.
- Conceptualized and launched the Mobile Mix Series, a white-labeled executive networking and thought-leadership platform designed to connect brands, agencies, and technology providers while creating new business development opportunities.
- Directed event strategy, audience acquisition, and promotional programs that attracted major brands and agencies, creating business development opportunities and accelerating market credibility for a growing company.
- Collaborated closely with company leadership on growth, positioning, and business development initiatives that supported the organization's expansion and eventual acquisition by Phunware.

ASCENDANT NETWORK

2026 – PRESENT

Strategic Advisor (Part-Time)

- Advise leadership on commercialization strategy, partnership development, sponsorship monetization, and go-to-market planning for technology and event-based initiatives.
- Support pricing, packaging, partner acquisition, and revenue planning initiatives that align market demand with long-term business growth objectives.

EDUCATION

University of California Irvine

B.A. Sociology Cum Laude