

Almost any campaign can become a rewarded campaign - when the consumer action, advertiser value, and economics align.

For Fetch, General Manager, Agencies - structured around the action the advertiser actually values.

MISSION - MAKE FETCH INDISPENSABLE TO AGENCIES

The goal isn't to be another channel agencies buy. It's to be the partner agencies bring into the room when they need to solve a business problem. When Fetch helps agencies strengthen client relationships, differentiate their recommendations, and deliver measurable outcomes, it becomes a competitive advantage for the agency. Rewarded expertise is what I bring. Agency indispensability is what I'd build. Sustainable, measurable growth is the result.

PROOF

11.4x indexed revenue growth, 2019–2025 · Acquired by Perform[cb], Feb 2024 · ~42% gross margin at eight-figure scale, 2025

Managing Partner, AdCommunal (2017–2024) - built and scaled the rewarded business through its acquisition by Perform[cb]. VP, Reward Partnerships, Perform[cb] (2024–July 2026) - internal rewarded expert; led the Friday “state of the union” with the CEO, CFO, CSO and PE sponsors. Agency selling: Impact, Publicis, Acceleration Partners, Dentsu, and others. Both systems remained in active use when I departed in July 2026.

THREE STAKEHOLDERS. ONE ALIGNED OUTCOME.

For agencies: retain and grow client relationships, bring differentiated solutions to market, strengthen their position as strategic advisers. For advertisers: valuable consumer actions, measurable outcomes, campaigns around actual objectives. For Fetch: deeper partnerships, profitable incremental revenue, repeatable growth. Fetch becomes indispensable when its success is connected to the agency's success - not merely campaign performance.

HOW I'D GROW FETCH - BUILDING ON EXISTING AGENCY PARTNERSHIPS

Expand - Increase share of wallet in the current book: find the next objective, win its budget. Monetize - Turn underused capabilities into revenue by matching placements to objectives they can serve. Penetrate - Win more brands inside agencies that already know us - a structured idea for each brand. Acquire - Win new holding-company and independent-agency relationships: win the first campaign with a compelling business case, prove measurable early wins, and grow advertiser revenue.

HOW I'D EXECUTE

Revenue Realization Framework - every priority account has a target, plan, and owner. Partner Capacity Matrix - an offer-by-partner view of what can actually be delivered. Adapted to Fetch, it would map Fetch's actual product capabilities, campaign eligibility, delivery constraints, and unit economics. Together they turn more qualified opportunities into deliverable revenue.

BUILDING THE TEAM BEHIND THE GROWTH

Clear ownership · Consultative selling · Cross-functional alignment · Coaching and operating cadence. Grounded in Perform[cb] experience: weekly sales training and campaign strategy sessions, participation in rewarded sales calls, and weekly executive reviews with the CEO, CFO, CSO, and PE sponsors.

THE FIRST 90 DAYS

Days 1–30 Audit: revenue opportunity map; understand the agency team, stakeholder relationships, and cross-functional model. Days 31–60 Activate: account-level targets, agency growth plans, initial pilots; establish account ownership and coaching cadence. Days 61–90 Systematize: Revenue Realization Framework implemented, capacity and opportunity matrix, agency relationship playbook and team accountability structure.

LET'S TALK

Let's talk about what we could build at Fetch.

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