
Profile

Byron

First Name

White

Last Name

Pronouns

Email Address

Street Address

City

Suite or Apt

State

Postal Code

What City Council district do you live in?

☒ District 1

Primary Phone

Alternate Phone

Google LLC

Employer

Partnerships Manager

Job Title

Which Boards would you like to apply for?

Privacy Advisory Commission: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

I've lived in Oakland for 4 years with plans to stay and invest in the community long-term, including in OUSD where my child is a student. I recently became aware of the opportunity to apply for the Privacy Advisory Commission from my council member, Zac Unger. I've spent my entire career in high tech, and mostly within digital ad technology. My job requires me to be aware of and comply with guidance around privacy laws, internal guidance, and evolving consumer needs. This has given me a close view of some of the complexities of technology and privacy. I'm interested in how to meet the needs of people (or communities), while balancing privacy and other competing priorities. Skills that might transfer well to the Privacy Advisory Commission are close listening, deal/business analysis, negotiation, stakeholder management, and new product development. Beyond my day job, I've used my skills as a volunteer in various capacities: as a trustee of a college, and as a board president of a nonprofit foundation serving students. Locally, I have enjoyed the chance to serve in hands-on ways, such as with food distribution on Oakland and SF, and of course at my daughter's school.

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

Please paste the text of your resume or curriculum vitae below.

Byron White Oakland, CA | [REDACTED] Summary: People-focused partnerships and sales leader, experienced in cross-functional business development and management, and leading high-performing small teams. Google LLC Work Experience Strategic Partner Lead, Gaming Publisher Ads Partnerships February 2017-Present End-to-End responsibility for Google's ads monetization partnerships with North America's largest and most strategic partners in the Gaming vertical. Manage \$XXXM annual partner revenue, and all new business development work Lead contract negotiation and execution for renewals and new deals, including managing all cross-functional stakeholders (e.g. Legal, Product) Recognition: multiple VP-level awards for outstanding impact in areas of new deals, revenue attainment, and culture contributions to the partnerships organization. Strategic Partner Development Manager, Google Fiber (fiber optic ISP) April 2014-February 2017 Developed government and utility partnerships in five states (30+ cities) to secure land use and other rights required to build Google Fiber in new markets. Negotiated custom agreements, including: real estate acquisition, video franchises, utility construction partnerships, encroachment agreements. Balanced the needs of Engineering, Public Affairs, Sales and Legal. New Business Account Executive, Google Ads August 2008-April 2014 Quota-carrying sales rep, owning all aspects of sales pipeline from "prospect" to "close," and customer transitions to long-term account managers. In addition to deep vertical expertise in Auto, B2B, and CPG, acquired many first-of-kind customers with highly customized marketing approaches, including the first mobile app advertising deal (2009) and YouTube Homepage Takeovers Select Volunteer Leadership Executive Sponsor, Black Googler Network (2020-2025) One of 3 exec co-sponsors of Google's largest Black ERG chapter, BGN Bay Area Advise Google's most senior leaders, including VP of partnerships and CRO Lead scaled training and mentoring initiatives for "Perf," PDPs and more Prior to Exec Sponsor role, held a variety of BGN leadership positions since 2009 Board President, University Academy Foundation, (2016-present) Lead ED and staff in support of students and alumni of University Academy, a national blue-ribbon charter school based in Kansas City, MO Trustee, Carleton College Board of Trustees, (2014-2018) Advised President of the College and senior staff on college governance and management of \$800M+ endowment Launched "Every Carl for Carleton," a \$500M capital campaign Education University of Michigan Ross School of Business, MBA. 2011- 2013 Carleton College, BA in English, Minor in Spanish. 2004-2008 Languages: Passionate language learner with advanced proficiency in several languages. English - Native Italian - Upper Intermediate Spanish - Advanced Mandarin - Low Intermediate German - Advanced French - Low Intermediate Portuguese - Upper Intermediate

Please click the acknowledgement below.

Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

☒ I Agree *

Byron White

Oakland, CA | [REDACTED]

Summary: People-focused partnerships and sales leader, experienced in cross-functional business development and management, and leading high-performing small teams.

Google LLC Work Experience

Strategic Partner Lead, Gaming Publisher Ads Partnerships

February 2017-Present

- End-to-End responsibility for Google's ads monetization partnerships with North America's largest and most strategic partners in the Gaming vertical.
- Manage \$XXXM annual partner revenue, and all new business development work
- Lead contract negotiation and execution for renewals and new deals, including managing all cross-functional stakeholders (e.g. Legal, Product)
- Recognition: multiple VP-level awards for outstanding impact in areas of new deals, revenue attainment, and culture contributions to the partnerships organization.

Strategic Partner Development Manager, Google Fiber (fiber optic ISP)

April 2014-February 2017

- Developed government and utility partnerships in five states (30+ cities) to secure land use and other rights required to build Google Fiber in new markets.
- Negotiated custom agreements, including: real estate acquisition, video franchises, utility construction partnerships, encroachment agreements.
- Balanced the needs of Engineering, Public Affairs, Sales and Legal.

New Business Account Executive, Google Ads

August 2008-April 2014

- Quota-carrying sales rep, owning all aspects of sales pipeline from "prospect" to "close," and customer transitions to long-term account managers.
- In addition to deep vertical expertise in Auto, B2B, and CPG, acquired many first-of-kind customers with highly customized marketing approaches, including the first mobile app advertising deal (2009) and YouTube Homepage Takeovers

Select Volunteer Leadership

Executive Sponsor, Black Googler Network (2020-2025)

- One of 3 exec co-sponsors of Google's largest Black ERG chapter, BGN Bay Area
- Advise Google's most senior leaders, including VP of partnerships and CRO
- Lead scaled training and mentoring initiatives for "Perf," PDPs and more
- Prior to Exec Sponsor role, held a variety of BGN leadership positions since 2009

Board President, University Academy Foundation, (2016-present)

- Lead ED and staff in support of students and alumni of University Academy, a national blue-ribbon charter school based in Kansas City, MO

Trustee, Carleton College Board of Trustees, (2014-2018)

- Advised President of the College and senior staff on college governance and management of \$800M+ endowment
- Launched “[Every Carl for Carleton](#),” a \$500M capital campaign

Education

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Languages: Passionate language learner with advanced proficiency in several languages.

- | | |
|-----------------------------------|--------------------------------|
| • English - Native | • Italian - Upper Intermediate |
| • Spanish - Advanced | • Mandarin - Low Intermediate |
| • German - Advanced | • French - Low Intermediate |
| • Portuguese - Upper Intermediate | |