

TOM HANEY

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INNOVATION, PARTNERSHIPS, PRODUCT, ADVERTISING, TECHNOLOGY

Driven leader looking for accountability for P&L and responsibility for leading a team. Establishes strategy, distinguishing the important from the unimportant. Executes with excellence, setting goals and achieving them. Highly developed leadership and interpersonal skills. Thinks in terms of financial expectations and outcomes.

Professional Experience

2006 –
present

HS INTERNET VENTURES

- Created and raised funding for an Internet start-up creating a portfolio of applications, social media widgets, and online communities.
- Leveraged open source software to control expenses – LAMP for the stack, Drupal for website and backend functions, Laszlo for widgets and applications, and SugarCRM for sales.

2007 – 2010

FISERV INC.

Senior Product Manager | Senior Platform Manager

- Grew annual revenue run rate on MyCheckFree.com by 8% per year while improving profit margin. \$12 million in annual transaction revenue.
- Grew online advertising revenue on MyCheckFree.com 80% by redesigning ad units, closing sales with marketers, and creating a strategic deal with an outside sales representation partner.
- Configured technology investments to be leveraged across product offerings.

1992 – 2006

AMERICA ONLINE

Director, Business Development | Director, Account Services

- Led Netscape to \$12 million in advertising revenue for Q4 2005, its best performance in 2 years.
- Skillfully negotiated and closed strategic relationship valued at \$2 million per year with McAfee to sell their products within the browser. Managed technical requirements and integration.
- Repositioned Netscape within the AOL sales force, boosting advertising inventory usage by 50%.
- Grew Netscape search revenue 75% from 2002 to 2003 by integrating partnerships, closing new deals, and optimizing product user interface/features to maximize revenue (\$15 million annual increase).
- Managed \$11 million in annual direct merchandising business.
- Oversaw a staff of 6 professionals handling process, client satisfaction, sales strategy, and sales support for \$73 million in annual revenue.
- Led cross functional matrix teams to define, launch, and operate the AOL Subscription Billing Platform, AOL Domain Name Registration, Universal Mailbox, CompuServe Long Distance, and the back office functions for the online advertising business.
- Drove \$10 million in annual revenue from e-mail and messaging products.

Education

2008

Villanova – Finance for Non-Financial Managers – 90 hour executive program

2007

Notre Dame – Executive Certificate in Leadership and Strategy

1988 - 1992

The Ohio State University - B.A., International Studies