
TONY WEBER

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STRATEGIC PARTNER & SOLUTION LEAD / DATA, AI & MARKETING TECHNOLOGY

BUSINESS-TECHNOLOGY TRANSLATION | ENTERPRISE AI STRATEGY | P&L & PRODUCT OWNERSHIP

Summary of Qualifications

Senior strategic partner and solution lead who translates enterprise business problems into the data, technology, and creative work that delivers measurable commercial outcomes. **Oxford-trained in Artificial Intelligence**, with 25 years across agency consulting, media, and financial services, advising Fortune 500 CMOs, CTOs, and CFOs from first problem definition through production at scale. Client portfolio spans Coca-Cola, Spotify, Mazda, Royal Caribbean, and the United States Marine Corps. Brings **operator credibility** from inside the business at American Express, Citicards, Time Inc., and Dimensional Fund Advisors, owning multimillion-dollar product roadmaps and P&L while driving customer growth and revenue. Known as the partner clients trust because he has sat in their seat and shipped the work himself.

Areas of Expertise

AI Strategy & Roadmap Development	Product Strategy & Development	Go-to-Market Strategy
Generative & Agentic AI	Solution Design & Productization	Business-Technology Translation
Machine Learning & Predictive Analytics	Organizational Leadership	Executive Stakeholder Management
Data Platform Architecture	P&L Ownership & Financial Management	Strategic Partnerships & Alliances

Notable Clients

Financial Services: PayPal, USAA, Ally Financial

Technology & Telecom: Spotify, Microsoft, Dell, T-Mobile, Snap, Google

Healthcare & Pharma: GSK, United Healthcare, Walgreens

Automotive: Mazda, Ford, Honda, BMW Mini

Consumer & Retail: Coca-Cola, Petco, Best Buy, Constellation Brands, Anheuser-Busch, Colgate

Travel & Hospitality: Royal Caribbean, JetBlue, Universal Parks & Resorts, VRBO, Vail Resorts

Energy & Industrial: Shell, Reliant Energy, Con Edison, Dow Chemical

Government & Public Sector: United States Marine Corps

Professional Experience

Partner | Onbench

2025 – Present

Advisory and talent firm helping mid-market companies work out what is worth building with AI, then placing the senior operators who build it. Co-developing the firm's AI for Marketing practice, shaping its offerings, commercial model, and go-to-market.

- Advise marketing, data, and technology leaders on AI strategy, capability design, and platform selection, packaging repeatable advisory and delivery offerings for client engagements

WPP | NEW YORK, NY

2017 – 2025

WPP is a leading global marketing services group, with market-leading agencies across creative, media, data, and technology.

Executive Vice President - Data & Tech Solution Consulting | Choreograph

2024 – 2025

Strategic partner to Fortune 500 CMOs and CTOs, defining AI strategy and developing custom AI-powered solutions that accelerate time-to-value and drive account growth. Led a 35-person distributed North American AI and data consulting practice across New York, Dallas, Toronto, and Detroit.

- Owned a \$15MM+ practice P&L, growing revenue 20% year over year by productizing the team's AI and data capability into repeatable, commercially packaged offerings and winning new client mandates through consultative selling
- Set the strategy as executive sponsor for Dell's AI recommendation platform, which countered inventory-driven cancellations by surfacing alternatives in real time lifting conversion 19.4% in initial results
- Advised enterprise clients on data platform strategy, weighing Snowflake, Databricks, and BigQuery against each client's data maturity, governance, and AI readiness to produce implementation roadmaps their technical teams adopted
- Championed AI adoption across marquee accounts, establishing governance frameworks and translating complex capabilities into concrete use cases spanning generative AI, data sharing, privacy-preserving machine learning, and first-party data monetization, guiding customers from pilot to production deployment at scale
- Oversaw Coca-Cola's North America analytics program, developing measurement frameworks and statistical models that applied behavioral analytics and data visualization to deliver 12% performance lift

Chief Data Officer – North America | Wunderman Thompson, then VML

2022 – 2024

Trusted advisor to C-level stakeholders including the CIO, CMO, and CFO, converting complex technical capabilities into digital transformation roadmaps and quantifiable commercial outcomes for global enterprise customers. Led AI and data strategy for a 100+ person North American practice across 8 US locations with full P&L exceeding \$20MM, working with client and delivery counterparts across the UK, Denmark, Germany, and South Africa.

- Reduced operating costs 25% through resource and profitability discipline while leading data and AI product development for enterprise clients, building integrated solutions that opened new revenue streams
- Built and scaled data science, marketing analytics, and AI/ML practices across creative, technology, and customer experience functions; mentored 15+ leaders across the practice, achieving 85% team retention and promoting 8 leaders to Director level or above
- Oversaw product strategy and three-year digital roadmap development for United States Marine Corps recruitment platform, applying motivation-based segmentation and propensity modeling to exceed performance targets by 5.9%
- Held executive oversight of the Royal Caribbean account, rebuilding the team after a two-year COVID shutdown and commercializing a Salesforce Marketing Cloud program with a documented history of 6.5x pre-cruise revenue growth and 2.5x online booking conversion

Senior Vice President – Solution Partner | Wunderman Thompson

2019 – 2021

Served as the connective thread across client groups and an internal product marketing and enablement lead for emerging AI capabilities. Led Google Center of Excellence partnership strategy and conducted continuous market analysis of AI and analytics technologies to shape client adoption strategies and product offerings.

- Drove solution partner and ecosystem strategy across New York, Atlanta, and Toronto offices, representing 12 specialty AI and data products to a portfolio of 30+ accounts; converted complex platform capabilities into business cases that won client funding and supported competitive wins across energy, CPG, and technology verticals
- Ran enterprise sales pursuits end to end, including solution architecture, executive presentations, and technology demonstrations, working across creative, technical, and client leadership to move deals from first meeting to close
- Served as product marketing and enablement lead for emerging AI and data capabilities, developing sales playbooks, competitive intelligence assets, and customer-facing value propositions for CRM, MarTech and commerce platforms including Salesforce, Adobe, and Braze

Senior Vice President – North America New Business/Principal Consultant | Acceleration

2017 – 2019

Served enterprise clients across healthcare, travel, and retail as principal consultant, turning customer research into long-term data, AI, and marketing roadmaps their delivery teams executed.

- Ran the Spotify Always-On retention engagement, building the behavioral Engagement Score behind a 30% cut in monthly active user churn
- Guided data and CDP strategy for GSK, Petco, and Universal Parks & Resorts, shaping the identity resolution and audience activation their teams launched
- Advised clients on first-party data strategy and cookie-deprecation readiness, converting privacy and governance requirements into compliant paths to new revenue

Vice President – Digital Marketing, Analytics & Capabilities | Time Inc. | New York, NY2014 – 2016

Drove data-driven product and marketing strategy across Time Inc.'s portfolio of 22 domestic brands. Challenged conventional publishing approaches to deliver growth despite significant industry headwinds. Led distributed teams in New York and India.

- Launched and scaled digital subscription products across flagship brands including Time, People, and Sports Illustrated, driving online revenue growth through paid media optimization and new product introduction
- Modernized the marketing analytics function, replacing manual reporting with DMPs, attribution modeling, audience segmentation, and marketing dashboards while directing engineering and data science teams across New York and India, delivering a 19% revenue increase

Earlier Experience

Head of Interactive Product Management & Marketing | Dimensional Fund Advisors | Austin, TX2012 – 2013

- Led digital product strategy across web, mobile, and social for a global asset manager; launched the firm's first mobile application and drove a 28% increase in online conversion of financial advisory leads, generating \$1.7B in potential new assets under management

Senior Vice President – Digital Strategy | Possible | Austin, TX2009 – 2011

- Shaped the agency's strategic offering and go-to-market positioning; directed multi-channel product strategies for Dell, Bank of America, Dow Chemical, and Reliant Energy, including Dell's Black Friday commerce event, delivering 15% year-over-year revenue growth and a 100% increase in daily site visits

Vice President – Digital Strategy | iCrossing | New York, NY2006 – 2009

- Led digital strategy practice for financial services, retail, and travel clients at an agency recognized by Ad Age as the #1 search marketing firm in 2008; established practice thought leadership through white papers on interactive technologies and published customer-enablement frameworks for GMAC, Volkswagen, and Vail Resorts

Vice President – Expansion Markets Online Acquisition | Citicards | New York, NY2005 – 2006

- Directed online card acquisition strategy across retail partnerships, scaling through search, paid media, affiliates, and email to achieve 500,000+ new account acquisitions through multi-channel performance optimization and A/B testing

Director – Global Interactive Product Management | American Express | New York, NY2000 – 2005

- Owned end-to-end product vision, roadmap, and execution for American Express's global digital identity platform, managing a distributed team of five product managers and a \$19.7MM annual investment serving 14MM users and processing 3+ billion daily transactions; delivered \$3.6MM in annual cost savings through product redesign while reducing call center volume 22% and improving NPS

Technologies & Platforms

AI & Generative AI: Anthropic Claude | OpenAI | Google Gemini | Vertex AI | Azure OpenAI | AWS Bedrock | Salesforce Agentforce | Model Context Protocol (MCP) | NotebookLM

Data Platforms: Snowflake | Databricks | Google BigQuery | InfoSum | dbt | MLflow

CDP & Identity: Salesforce Data Cloud | Adobe Real-Time CDP | Tealium | mParticle | LiveRamp

Martech & Engagement: Salesforce Marketing Cloud | Adobe Experience Platform | Adobe Journey Optimizer | Braze | Marketo

Media & Advertising: Google Marketing Platform (DV360, Campaign Manager, GA360) | The Trade Desk | Google Ads | Meta Ads Manager

Analytics & BI: Tableau | Looker | Google Analytics 4 | Mixpanel

Education

Executive Diploma in Artificial Intelligence for Business | Saïd Business School | Oxford, UKJULY 2024

Advanced training in AI strategy, machine learning applications, data-driven decision-making, and AI implementation for enterprise organizations. Active member of Oxford AI Alumni network.

Bachelor of Business Administration – Finance | Gonzaga University | Spokane, WAMagna Cum Laude, Honors Program