

# Christian Bingham.

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## about

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Platform GM and architect. Built TikTok's 0-to-1 Identity Graph (\$550M+), rebuilt Snap's signal stack post-iOS (cited in earnings), now running a \$25M+ ARR audience business at 7x growth. Deep in identity resolution, probabilistic matching, and privacy-safe monetization systems.

## technical skills

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- **Identity:** Graphs, Deterministic + Probabilistic Matching, CAPI, Attribution, HH Resolution
- **Programmatic:** DSPs, SSPs, Auction Mechanics, PMP
- **Data:** Applied Statistics, ML Design, API Design, GDPR/CCPA

## experience

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### Attain

2024—Present

#### Senior Director of Product, Audience Data & Targeting

Series C Retail Media platform powering audience targeting and measurement for major DSPs and brands

- **Audience Business GM** – P&L owner: \$2M+/mo, 63% of company revenue, 7x growth. ~25 reports across US and India.
- **Revenue Architecture** – Unified 1P data, audience taxonomy, and programmatic delivery into one platform. Replaced vendor models with custom optimization — 45% margin expansion.
- **Audience Syndication** – Built user-level yield optimization across partner endpoints. 10x portfolio growth, always-on programmatic revenue stream.

### Snapchat

2023—2024

#### Product Lead, Ad Signals & Data

Recruited to lead Ads signal strategy and infrastructure across Eng, DS, Sales, PMM.

- **Signal Recovery** – Reversed platform-wide signal loss by redesigning ingestion pathways. +30% signal volume, stabilized attribution. Cited in Q1 2024 earnings
- **CAPI Relaunch** – Re-architected integration stack. 6x adoption, 5x onboarding friction reduction
- **Operational Excellence** – Led a cross-functional "tiger team" of Eng/DS to launch auto-crawl pixels, new privacy tools, and reduction in onboarding friction by 5x

### TikTok

2021—2023

#### Group Product Manager, Identity & Ad Signals

Built and led the Identity Product org. Owned the signal infrastructure that powered \$550M+ in attributed ad revenue during TikTok's hyper-growth phase

- **Identity Graph Architecture** – Architected the 0-to-1 Identity Graph that resolves billions of daily signals, becoming the core infrastructure for cross-device ad targeting
- **Signal Fidelity** – Designed the event ingestion pipeline (Pixel & S2S) to maximize data capture rates, directly powering the attribution models that drove \$550M+ in revenue
- **Strategic Defense** – Deployed global Privacy & Compliance controls (GDPR/CCPA) that protected revenue against regulatory headwinds while maintaining performance

## Oracle

2018—2021

### Principal Architect

- Design & implementation of enterprise partner architectures
- Leadership consultant; Influenced millions of dollars via strategies & custom products
- Authored white paper discussing privacy products & strategies: [link.bingham.is/privacy](http://link.bingham.is/privacy)

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## Waypoint Media Co-Founder, VP of Client Services

Acquired by FanAI

2013 – 2017

- Acquired by Fan.ai. TechCrunch press release: [link.bingham.is/exit](http://link.bingham.is/exit)
- Led Product. Achieved profitability, directed GTM strategies
- At peak, reached 45M viewers each month. Used by partners like Amazon & Twitch

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## AppNexus

Acquired to Microsoft

2010 – 2013

### Senior Implementation Consultant, Global Accounts

- 70<sup>th</sup> employee. Led Publisher Integrations team across the programmatic stack (SSP, exchange, video)
- PM for company's first server-to-server APIs, first video exchange product, etc.

## AppNexus London

Relocated to London to scale company's first international Global Solutions Engineering team

- Drove 2x headcount growth
- Led hiring, training, continuity across international offices

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## Goldman Sachs Financial Analyst, Global Control

2008 – 2010

Regulatory oversight for Asian & domestic security activity, weekly value ~\$2.5BN USD

## patents

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### System and method for asset management and delivery ([WO2017156450A1](http://WO2017156450A1))

Patented a method for embedding ads directly into streaming video at the server level — an early formalization of what became CTV's standard ad delivery model (SSAI)

## education

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### Lehigh University

B.S., Mechanical Engineering