



Sr. Architecture Manager, Display Ad Platform

Qool Media is looking for a Senior Architecture Manager to own the strategy development of our latest digital advertising platforms. This is an exciting opportunity to create platforms supporting our biggest business lines from the ground up, with potential for fast growth and expansion. You will lead our product teams through the analysis, strategy, and delivery of best-in-show technology solutions that boost monetization for our customers.

You will use your expertise and understanding of the programmatic display advertising ecosystem to help us implement ground breaking solutions through the use of leading technological innovations. Your propensity for finding new avenues of growth and investment will push our publishing business beyond our expectations. You will have a transparent and lasting impact on our overall success, and lead us into the forefront of the ad tech industry.

Technical Leadership

You will own and maintain our proprietary display advertising platforms:

- Build strategic technical roadmaps and growth plans that continuously scale, improve, and innovate upon our existing services
- Partner with product teams to seamlessly integrate new features into existing product lines, collect feedback, and monitor health & stability of all platforms
- Serve as the authority on emerging and industry-standard features of leading ad technology platforms
- Liaise with engineering leaders to guide technical specifications and architectural strategy

Monetization Initiatives

You will develop and execute a strategy motivated by supply, demand, and ad placement to nurture revenue growth through:

- Ad format and partner mix
- Inventory segmentation and price flooring
- Bidder optimization
- Ad product and tech advancement initiatives

Key Skills Needed

- Deep understanding of the SDP & SSP ecosystems, specifically in building publisher monetization strategies and technology (i.e. prebid, exchange strategy, etc.)
- 8+ years of growing success building and executing software roadmaps, especially within the display advertising space
- Advanced analytical techniques for determining advertising pricing and effectively managing overall yield
- Knowledge of the SDLC and software architecture and/or direct experience with crafting advanced software solutions
- Tactful communication with both internal and external partners to identify and revise under-performing strategies
- Success and passion in building teams through robust leadership and support of professional growth

About Qool Media

Qool Media is a digital media company specializing in web publishing, content generation, marketing, traffic acquisition, and monetization.

QOOL CONTENT. QOOL BRANDS.

Qool Media's Publishing Division specializes in creating rich and engaging content and building thriving online communities. Our destination websites inform and entertain audiences who reach us through social, search, and content marketing channels.

QOOL MARKETING.

Qool Media's Agency Division is a digital marketing agency with a niche focus on management of quality media buys for exclusive publishers. We offer a unique performance model, with deep experience operating within buy side and sell side policies. Our tools include a publisher-specific marketing platform and a fully transparent compliance portal.

We are a small and focused team of Internet professionals working in a dynamic environment in which productivity and fun go hand-in-hand. Our office is conveniently located near the University of Guelph campus.

An engaging and rewarding work environment is important to us. Here's some of what you can expect:

- A competitive salary and benefits package
- Flexible working hours
- Small, efficient, and well-supported teams
- A culture of support and collaboration
- Regular social events and team lunches
- Parking and fitness reimbursements
- An in-office lounge with 60" TV, Xbox, and comfy chairs
- Free beverage center
- Fun people

Here's what we need from you:

If you feel you are a good fit for this role, and this position interests you, please contact us by email at careers@qool.com. Please include your current resume and a few paragraphs describing yourself, your experience relevant to the job, and your interest in the position.

