

ILYA KORNEEV

ADTECH PRODUCT OWNER - MONETIZATION MANAGER

Results-driven Monetization Manager with over 15 years of AdTech experience, specializing in publisher-side monetization strategies and product development. Expert in creating and optimizing AdTech solutions, primarily for the Russian market, with additional experience in North American markets. Proven track record of boosting revenue through innovative programmatic setups, yield optimization, and partnerships with leading ad tech vendors.

PROFESSIONAL EXPERIENCE

INVENTORY DIRECTOR

2024 - Present

AstraLab - Remote - <https://www.astralab.ai>

- **Monetization Strategy:** Spearhead initiatives for programmatic advertising (both selling and buying inventory), optimizing ad inventory and company margins.
- **Cross-Functional Collaboration:** Work closely with development, buying, and sales departments. Manage and develop a team of four.

HEAD OF PUBLISHER MONETIZATION PRODUCTS

2023 - 2024

AdRiver / Soloway - Remote - <https://www.adriver.ru>

- **Product Development:** Led the development and launch of a video network product, focusing on outstream video solutions. Utilized existing company resources to create a comprehensive video monetization platform.
- **Programmatic & Video Monetization:** Managed integration of programmatic and video ad solutions (e.g., VAST, VPAID) to maximize publisher revenue. Offered advertisers competitive advantages through tailored audience targeting.
- **Market Expansion:** Played a key role in expanding the product's reach within the Russian market. Established frameworks and partnerships with publishers to facilitate video ad placements.

HEAD OF ADTECH & PROGRAMMATIC REVENUE

2020 - 2023

Qvant - Moscow, Russia - <https://qvant.ru>

- **Product Ownership & Roadmap Development:** Served as AdTech product owner, creating roadmaps for ad products (e.g., new ad formats, reporting dashboards), planning budgets, and collaborating with development teams.
- **Programmatic Revenue Management:** Oversaw programmatic revenue streams, reporting to stakeholders and driving growth from programmatic channels.
- **Research & Market Analysis:** Conducted ongoing research on global advertising technologies, providing insights and reports to stakeholders.
- **Stakeholder Communication:** Maintained communication with internal clients and the external market, including publishers and agencies, ensuring alignment with market needs and trends.
- **Project Launch - External Network of Publishers:** Initiated and launched the "External Network of Publishers" in early 2022, expanding company products to external markets. Developed and presented the project idea to stakeholders, prepared marketing materials, and collaborated with financial and legal teams. Achieved KPI within the first six months, generating additional monthly revenue of several million rubles.

PROGRAMMATIC MONETIZATION MANAGER

2019 - 2020

Qvant - Moscow, Russia - <https://qvant.ru>

- **Revenue Stream Management:** Managed the programmatic revenue stream for internal publishers of Gazprom-Media, including sites such as 7days.ru, matchtv.ru, sportbox.ru, vokrugtv.ru, ntv.ru, and rutube.ru.

PARTNERS MONETIZATION MANAGER

2018 - 2019

MaximaTelecom - Moscow, Russia - <https://maximatelecom.ru>

- **Programmatic Stack Management:** Launched and managed programmatic stacks (Google Ad Manager, Prebid.js) and implemented complex monetization flows for wi-fi internet access points across various international markets (Canada, India, Italy).

CONTACT



Location

Istanbul, Turkey



E-mail

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Links

[LinkedIn](#)
[Headhunter](#)

SKILLS

Language

Russian native
English B1

AdServers

Yandex AdFox
Google AdManager

Audience

Yandex Metrica
Google Analytics
LiveInternet

AdTech

Yandex Header-bidding
Prebid.js

Presentations

Microsoft Powerpoint

Managing projects

Notion
JIRA+Confluence
Trello
Miro

Hard skills

PHP
MySQL
HTML
CSS
JavaScript (Node.js)
Bash / CLI
GIT

PROGRAMMATIC MANAGER

2018

Independent Media - Moscow, Russia

- **Ad Stack Optimization:** Integrated and optimized AdFox + DM2.0 + HB stacks across major publisher sites (e.g., cosmo.ru, graziomagazine.ru), enhancing engagement through custom formats and features.

HEAD OF ADOPS DEPARTMENT

2007 - 2018

Strana-Online (VGTRK) - Moscow, Russia

- **Department Formation and Growth:** Built the AdOps department from scratch, establishing recruitment, training, and monetization frameworks to support high-performance advertising campaigns.

SIDE PROJECTS

PUBMAG.RU

<https://pubmag.ru>

2024 - Present

Created an AdTech-focused media that publishes translations and original articles on AdTech and PubTech, targeting Russian-speaking audiences.

HBTRACKER

2024 - Present

<https://pubmag.ru/en/hb-tracker/>

- **Data Collection & Analytics:** Developed a custom script for tracking data from header bidding auctions, focusing on collecting and analyzing data for publisher decision-making.
- **Technology Integration:** Leveraged PHP, MySQL, and Node.js to implement a robust backend for data storage, analysis, and presentation.
- **Automation & Reporting:** Automated data gathering and reporting processes to streamline insights for users, enhancing the tool's efficiency for regular use in AdTech analytics and new publishers searching.