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## BAC-6931

### Contact Information

Contact Name	Samantha Jacobson	Home Address	170 Forest St.
Preferred Phone	9415877157	Home City	Denver
Preferred Email	samantha.h.jacobson@gmail.com	Home State	CO
Other Phone		Home Zip	80220
Other Email		County	Denver
DOB	██████████	Hispanic or Latino origin or Descent?	No
SSN	██████████	Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Mrs.

### Board Information

Board Name	Denver Preschool Program Board of Directors	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

### Work Information

Employer	Oracle	Work Address	500 Eldorado Blvd
Position	Vice President Strategy & Business Development	Work City	Broomfield
Business Phone #	(303) 464-4000	Work State	CO
Work Email	samantha.jacobson@oracle.com	Work Zip	80021

### Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	5		

### Education and General Qualifications

Name of High School	Phillips Exeter Academy	Name of Graduate School	Harvard Business School
Location of High School	Exeter, New Hampshire	Location of Graduate School	Boston, MA
# of Years Attended High school	4	# of Years Attended Graduate School	2

Did you Graduate High School Yes

Did you Graduate Yes

Graduate Major Masters in Business Administration

Name of College University of Pennsylvania

Location of College Philadelphia, PA

# of Years Attended College 4

Did you Graduate College Yes

Undergrad Major Finance and Management

Reference Details

Reference Name #1 Courtney Stein

Reference Email #1 courtney.stein@oracle.com

Reference Phone #1 303.272.3099

Reference Address #1 2664 cherry st, denver co 80207

Reference Name #2 Kurt Koptish

Reference Email #2 kkoptish@gmail.com

Reference Phone #2 415.297.1418

Reference Address #2 3911 W 25th Ave Denver , CO 80211

Reference Name #3 Dawanta Parks

Reference Email #3 dawanparks@gmail.com

Reference Phone #3 405.361.3324

Reference Address #3 8359 Stonybridge Circle Highlands Ranch 80126

Agree to a background check

Owner Romaine Pacheco

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Notes & Attachments

Samantha Jacobson Resume Jan 2021.pdf

Type Attachment

Last Modified Denver Integration

Description

[View file](#)

## SAMANTHA JACOBSON

170 Forest Street  
Denver, CO 80220

Samantha.H.Jacobson@gmail.com  
941.587.7157

### experience

2013-present **ORACLE (formerly DATALOGIX)** **BROOMFIELD, CO**

**Vice President, Strategy & Business Development for Oracle Data Cloud:** *Negotiate, execute, and manage strategic partnerships with large digital media partners and data providers while pursuing new business opportunities*

- Report into CRO and work closely with CPO and data science to identify and analyze new opportunities which my team then executes for all product needs through partnership or acquisition.
- Manage a global team of twenty, who have negotiated, executed, and managed over four hundred partnerships
- Led negotiations for and executed multi-million-dollar deals with large digital partners such as Twitter, Pinterest, Snap, Visa and comScore
- Incubator for new \$100MM+ business initiatives such as new mediums (television), international expansion, and improving existing offerings (data management platform - DMP)

2011-2013 **EBAY** **SAN JOSE, CA**

2012-2013 **Head of eBay Local Channel Business Development:** *Sourced, secured, executed and implemented strategic partnerships with merchants and data aggregators*

- Partnered with data aggregators to tie online consumer shopping behavior with offline transaction activity.
- Developed relationships with top 100 retailers to showcase offline inventory online; built additional delivery channels such as proprietary courier network (eBay Now) and buy online, pick-up offline.
- Chaired recruiting for eBay Local business team.

summer 2011 **Marketplace Strategy Intern:** *Worked with senior leadership focused on new market entry and emerging trends.*

- Identified new region for eBay to target and worked with product development team to create a local and regional site based on consumer needs and competitive offerings. Determined and executed entry strategy including site features, marketing, and staffing of newly-created local office.
- Reported on social commerce offerings and identified expansion opportunities and site enhancements for eBay.

2007-2010 **AMERICAN EXPRESS (AXP)** **NEW YORK, NY**

2009-2010 **Restaurant Account Development Senior Manager:** *Managed development of \$1.85B restaurant portfolio.*

- Negotiated marketing contracts and facilitated multi-industry promotional campaigns to capture new customers, drive spend and increase loyalty, generating ~\$5MM in additional revenue.
- Ownership over all AXP activities related to portfolio including: marketing programs to deliver consumer insight and increase spend and cost cutting measures such as fraud reduction tools and increased speed of pay.

2007-2009 **Strategic Planning Group Manager:** *Worked for senior level executives to develop and implement global strategies across various business units. Select projects include:*

#### Business Product Expansion

- Analyzed global mobile payments competitive landscape using primary sources and identified opportunities for AXP to pursue. Presented findings to senior AXP leadership (CEO, CFO, SVPs, and select advisors).
- Managed summer intern in development of market size estimates and select case studies.

#### Project Management and Negotiation

- Assisted with project negotiations to launch consortium between AXP and five airlines to reduce AXP liability by up to ~\$3B and decrease AXP reserves by ~\$100MM.
- Managed seven internal and external cross-functional teams (legal, data, and executive) and led independent work stream to develop key documents used to structure negotiations.

### education

2010-2012 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**

Master in Business Administration. Elected Section I Officer, Appointed Director of Harvard Business School Class of 2013 Orientation

2003-2007 **THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA** **PHILADELPHIA, PA**

Bachelor of Science in Economics degree, *cum laude*, in Finance and Management.

Elected President of Wharton Undergraduate Finance Club. Awarded Deans List 2005-2006 and 2006-2007.

### community

*Board Member:* TransUnion Media Advisory Board, New America School, and Denver Business Series.

*Member:* United Way Catalyst Society, Leadership Denver, Exeter Regional Alumni Association, University of Pennsylvania Secondary School Committee.

### personal

Conversational in French. Enjoy scuba diving, reading, and travel.