

JANE A. BUTLER

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San Francisco Bay Area

Trusted c-suite advisor with over 30 years of experience driving digital transformation with Fortune 500 companies and notable upstarts during the rise of the internet, the smartphone, and AI. Deep expertise in ecommerce strategies, digital marketing and measurement, the mobile app ecosystem, and using data to fuel AI solutions that improve business efficiency and performance. Growth-focused leader who has architected multi-billion dollar ad businesses across retail, apps, and travel during a distinguished 26-year career at Google and DoubleClick (both joined pre-IPO), driving go-to-market strategies, scaling sales teams, and shaping product development.

Dedicated to leveraging corporate governance and strategic acumen to support mission-driven organizations, with a specific passion for animal welfare, women's professional and economic independence, and families navigating health crises (an interest forged through first hand experience with my son's brain tumor journey).

DIRECTOR EDUCATION

PREPARING TO BE A CORPORATE DIRECTOR - Harvard Business School Executive Education **2025**

CAREER HISTORY

GOOGLE, INC. (Mountain View CA and Seattle WA) **2003-Present**

Project work - Global Partnerships - Platform & Devices (2025 - present)

Revising go-to-market strategy and internal collaboration for x-functional engagement with Google's top partners in the global Apps ecosystem. Managing negotiations of a potential asset divestiture.

Managing Director | Vice President, Retail Ecommerce (2019-2025)

Responsible for leading the multi-billion \$ retail e-commerce and direct-to-consumer (DTC) advertising businesses for Google US. Doubled revenue in 4 years while maintaining highest revenue/head in Americas. Drove adoption of AI solutions in close partnership with Product, Cloud and Commerce teams.

Managing Director, Apps (2015-2019)

Led the Americas App Promotion business including strategy, revenue and product feedback loop for both app-first businesses (e.g. Meta, Snap, Uber, Doordash) as well as hybrid accounts in retail, finance, travel, etc. Grew revenue 4x in 4 years (\$XB) and scaled best-in-class GTM strategy globally. Launched Google's first fully AI-driven ad product (universal app campaigns).

Managing Director Americas, Performance Media (2013-2015)

Led product and sales specialists focused on creating and activating GTM strategy for all performance-oriented media solutions (search, display, and apps), a \$XXB business, during the industry's "pivot to mobile". Designed and launched skill training for 1500+ sellers which became the basis for Google's global Sales Mastery program.

Additional roles at Google:

Global Managing Director, Vertical Search (2012-2013) - Led GTM strategy for all vertical search products (Shopping, Finance, Travel, Auto).

Managing Director, Travel (2009-2012) - Led US Travel ads business. Sales-side lead on \$700M ITA Software acquisition through due diligence, anti-trust review and onboarding/integration.

Managing Director, US West (2007-2009) - Managed 18 sales teams in 5 offices for hundreds of clients across 12 verticals. Doubled revenue in 2 years.

Travel Director (2003-2007) - Hired when <1000 employees at Google; opened first Seattle office in 2003.

LASTMINUTETRAVEL.COM (New York NY and Atlanta GA) **2002-2003**
Hired as president for turnaround of sales and operations; drove profitability within one year.

DOUBLECLICK INC (New York NY) **1997-2001**
45th employee; biz dev and ad sales management; pioneered sales of DCLK ad platform to publishers prior to creation of enterprise sales team; managed most profitable P&L in the network (Travel).

THE NEW YORK TIMES COMPANY (New York NY) **1995-1997**
Worked in Custom Publishing and on digital projects/specialty web sites pre-dating newyorktimes.com.

MPC CONSULTING (New York NY) **1991-1995**
Boutique mgt consulting firm; youngest consultant by 20 yrs; worked on sales management automation projects with Oracle and Xerox.

EDUCATION

VILLANOVA UNIVERSITY (Villanova PA)
Summa cum laude, 1991
B.S. Business Administration (Marketing)
