

Laura Foster

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Relevant Skills: Voice Of The Customer, Go-To-Market Strategy (GTM) & Product Commercialization, Executive Leadership, Project & Product Management, Professional Sales Development & Training, Content Generation, Press Relations and communications, Competitive Analysis, Market Analysis, Marketing Analytics

Professional Experience

Innovid (IPO Dec 2021) - VP, Product Marketing

Jan 2022 – Present | Los Angeles, CA

- Leads a team of product marketing members reporting directly to the Chief Marketing Officer (CMO).
- Functioned as co-head of Marketing in 2023, alongside VP of Comms.
- Designs and executes global GTM strategies focused on targeting and servicing the top TV advertisers such as GM, GSK, and Anheuser-Busch, as well as leading streaming players like NBCU, Disney+, and Roku.
- Executes internal and external product positioning and messaging as part of global GTM across 5+ products spanning ad serving, dynamic creative, measurement, attribution, and identity resolution.
- Led the GTM strategy of our Harmony Initiative (2024), TVSquared company acquisition (2022) and Herolen's (2019), featuring updated company positioning, key benefits, buyer personas, detailed product documentation, press, and all sales materials and subsequent training.
- In collaboration with C-Suite leadership, sales, customer success, and product implements an end-to-end product commercialization process resulting in over 50 successful product launches in 2023, including 16 significant releases.

Innovid - Senior Director, Product Marketing

Oct 2018 – Jan 2022 | Los Angeles, CA

- Joined Innovid's marketing team as the first dedicated Product Marketing hire in the role of Associate Director in October 2018, was promoted to Director in October 2019, and was named Senior Director in Jan 2021.
- Designed and developed marketing materials to support over 100 new product releases within converged TV, streaming video, identity resolution, connected TV, measurement, shoppable creative, digital audio, and more.
- Planned and executed a 360° marketing strategy for the launch of Innovid Key, Innovid's identity product, showcasing beta client successes in the press, custom market research, and a dynamic infographic featured on Innovid.com.
- Planned, architected, and drove the launch of Innovid's client-facing Help Center featuring over 110+ pages of net new product documentation and FAQs.
- Developed a comprehensive process for responding to requests for information (RFIs and RFPs) in-bounds from the sales organization, resulting in 3x faster SLAs for client response and less work for those involved.

Innovid - Customer Success Manager

Jan 2018 – Oct 2018 | Los Angeles, CA

- Hired at Innovid within the sales organization to support strategic West Coast accounts, proactively identifying opportunities to train, optimize, retain, and upsell business.

Sizmek (Acquired by Amazon) - Account Executive

April 2016 – Dec 2017 | Los Angeles, CA

- Executed against an ARR of 4MM+ by developing and selling creative and digital media strategies to new and existing clients across the West Coast. Awarded Team MVP - Sizmek West Region for 2016.
- Honored as a lead panelist at Advertising & Marketing Independent Network (AMIN) Executive Conference in 2016.

Sizmek - Director of Creative Strategic Solutions

March 2014 - April 2016 | Los Angeles, CA

- Hired as Senior Designer in March 2014, promoted to Creative & Social Sales Manager in October 2014, and to Director of Creative Strategic Solutions in May 2015.

- Worked directly with clients to grow their businesses through creative strategy, design, product development, and positioning. Managed a team that collaborated with Sizmek's global sales, creative, and marketing teams to form a cohesive message.
- Featured as keynote speaker at 2015 Univision LA Hispanic Digital Summit 2015 and 2015 Truth in Media Summit.

AvatarLabs - Digital Designer

Feb 2012 - March 2014 | Encino, CA

- Developed mastery in Adobe Creative Suite designing social, digital banner, and video assets for leading TV networks and film studios such as Disney, Sony Pictures, Warner Bros Pictures, HBO, Lionsgate, and Mattel.
- Was the lead Art Director for the For Your Consideration (FYC) digital campaigns for "Her" resulting in an Oscar for Best Screenplay in 2014, and "Argo" for Best Picture in 2013.

Team One USA - Art Director (Freelance)

July - November 2011 | El Segundo, CA

- Designed corporate swag, point-of-sale, print editorials, and digital banners for brands like Lexus and the Ritz Carlton.

Education

The Savannah College of Art and Design

May 2011 | Savannah, GA

Bachelor of Fine Arts in Advertising Design from the School of Communications Arts

Community Impact & Awards

- Chief Marketer's Top Women in Marketing, One's To Watch, 2023
- Ad Tech Rising Star, Business Insider, 2023
- Content Ambassador, The Product Marketing Alliance, 2023
- LA's TV Week 40 Under 40, 2023
- Top 100 Product Marketer Influencer, The Product Marketing Alliance, 2021
- Innovid Executive Mentor, 2021 - present
- Professional Yoga Instructor, 500-hour certification
- Product Marketing Alliance Member, 2020 - present
- ThinkLA Member, 2013 - present
- American Advertising Award (AAF) District 7 - Gold ADDY Award Winner, 2011