

# James Rhett Frandsen

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Seasoned business leader and go-to-market learner who's been consistently growing accounts and thriving in complex operational cycles for over 15 years. From building the country's 55th fastest-growing business to selling an exceptional startup to marketing giant Rakuten, my track record bridges promising ventures with game-changing growth. My rich experience and commitment to client success have created explosive revenue growth for vendors and clients alike. I have a deadline-driven focus and a consultative approach making me an ideal partner for creating sustainable profitable revenue growth.

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## **Professional Experience**

### **Royce Partners, Principal**, December 2015 - Present

- Turnaround distressed display media adtech vendor. Led company through rebranding and go-to-market planning.
- Overhauled business processes and created a new cadence for business development, sales, and client service activity/motions.
- Led the go-to-market effort including product positioning, pricing, and training across APAC, EMEA, and LATAM for a large international BPO company in preparation for private equity acquisition.

### **Clearlink - SYKES, VP Business Development**, October 2019 - May 2021

- Led all new business development efforts for the digital media customer acquisition lines of business.
- Built executive relationships and booked revenue at 138% of the top-line targets and regularly exceeded KPIs.
- Coordinated global go-to-market effort demonstrating the ability to develop relationships and lead complicated global projects.

### **Soar, VP Sales and Business Development**, November 2017 - January 2020

- Designed user acquisition, marketing, and sales, models for the Soar training/development platform.
- Developed a system to manage and report on all needs managed by the Client Services team.
- Executed sales and partnership plans leading to a 5x increase in revenue, exceeding first and second-year goals.

### **Rubicon Project, Director R&D**, March 2015 - November 2017

- Led engineering, business development, and R&D activity for sell-side media solutions.
- Worked with the IAB to craft initial guidance for advertising within chat/messaging environments.
- Improved keyword objects in bid requests according to real-time-bidding (RTB) protocol, successfully augmenting keyword production with relevant terms using large language (LLM) tools and inference models.

### **Rakuten Advertising, SVP Corporate Strategy**, October 2012 - March 2015

- Led global post-merger integration for MediaForge with Rakuten's Search, Affiliate, Marketplace, and Loyalty solutions.
- Developed a partner strategy plan and executed subsequent coaching and training improving product knowledge and evangelism.
- Co-authored the Rakuten multi-channel consumer marketing attribution models and media optimization tool, Cadence.

### **MediaForge, VP Sales and Business Development**, February 2007 - October 2012

- Led all revenue activity including advertising sales, client services, design, and media planning/buying teams.
  - Created patented consumer engagement technology used display/banner ads that allowed retailers to accurately measure ROAS.
  - Utah's 5th fastest-growing company in 2011 by the Mountain West Capital Network and the nation's 55th fastest-growing privately held business in 2012 by Inc. 500. Acquired by Rakuten in 2012.
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## **Education**

- B.A., International Business, Spanish Minor, Westminster University, Salt Lake City, UT
  - MBA, University of Utah, Salt Lake City, UT (class of 2026)
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## **Recognition**

Sales & Service Excellence Award for "Outstanding Contributions on Marketing in the Messaging Space" from the Interactive Advertising Bureau (IAB).

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## **Skills**

B2B Go-to-Market Strategy/Execution  
Cross-Functional Team Leadership  
Negotiation and Deal Structure  
Advertising Technology (AdTech)

Sales Leadership and Training  
Revenue Generation and Growth  
Owned and Earned Media Effectiveness  
Shaping Buying Criteria

Public Speaking, Pitch Presentations  
Client/Partner Business Development  
Product Marketing and Positioning  
Principled Professionalism