

# Simon Beauloye.

Digital media executive. AI transformation & global operations.

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**20 yrs**

**\$1B+**

**\$80M+**

**100M+**

**90%+**

**100+**

GLOBAL OPERATIONS P&L AT GOOGLE BOOTSTRAPPED SALES USERS REACHED PROFIT MARGINS PEOPLE MANAGED

## 01 · SUMMARY

### Twenty years, four continents, one constant.

Digital media executive who spent a decade managing Google's \$1B+ operations business across four continents, then bootstrapped a portfolio of online publications to \$80M+ in cumulative sales at 90%+ profit margins, without raising a dollar. Has since streamlined operations to a small team of operators managing an AI infrastructure covering market research, writing, editorial review, SEO, GEO, and programming. Brings 20+ years of global operations, financial discipline, and hands-on AI deployment to organisations building at the intersection of technology, research, and commercial impact.

## 02 · SKILLS

### What I bring to the desk.

**Strategic leadership** — P&L ownership, strategic planning, cross-functional leadership, organisational design, stakeholder management, change management, budget management, operational excellence, performance management (OKRs/KPIs), resource allocation, institutional advancement.

**AI & digital transformation** — AI infrastructure design & deployment, AI adoption strategy, process innovation, automation, content operations, digital transformation.

**Marketing & revenue** — Go-to-market strategy, brand strategy, programmatic advertising, revenue operations, business development, audience development, search engine optimisation (SEO), growth marketing.

**Technology** — WordPress, Next.js, Amazon Web Services (AWS), AI/ML pipeline orchestration, data-driven decision making.

**Languages** — English (fluent), French (native).

## 03 · EXPERIENCE

### The operating record.

#### mOOnshot digital Media Ventures

CEO & Founder

Jan 2018 – Present

Dubai, UAE

- Built and scaled a portfolio of online publications from zero to \$80M+ in cumulative sales, reaching 100M+ users globally. Bootstrapped with no external capital, maintaining 90%+ profit margins through disciplined financial management and full P&L ownership.
- Streamlined content operations from a 15-person writing team to a small team of operators managing an AI infrastructure covering market research, writing, editorial review, SEO, GEO, and programming. Reduced content production costs by an estimated 90%+.
- Negotiated and managed 150+ commercial partnerships with advertisers, affiliate networks, and publishers, building a diversified revenue ecosystem across programmatic advertising and direct sales.
- Led the exit of one portfolio property to a private investment group at a 3x valuation, managing due diligence, deal negotiation, and operational transition.
- Recruited and onboarded 50+ professionals across Europe, North America, the Middle East, and Asia. Reviewed 800+ candidates for a single hiring sprint, turning the operation profitable within 6 weeks and growing revenue 20x in 12 months.
- Architected the technology infrastructure on WordPress, Next.js, and AWS, building automation systems that reduced operational costs while improving content delivery and quality.

## **mOOOnshot digital Agency**

*Managing Director & Founder*

Sep 2017 – Present

Dubai, UAE

- Launched a digital consulting practice serving premium brands from prestigious groups such as LVMH, Richemont, Kering, Stellantis, L'Oréal, Ralph Lauren, and EMAAR, delivering digital transformation strategy and creative execution for affluent international audiences.
- Built and managed a team of marketing professionals, overseeing client engagements from strategic planning through delivery and performance measurement.

## **Google**

*Head of SMB Marketing, Advertising Solutions*

Sep 2015 – Mar 2017

Singapore

- Led a 25-person global team across North America, Europe, MENA, and APAC to grow Google's \$1B+ SMB operations business by 45% year over year. Responsible for acquisition, growth, and retention of content creators and app developers at scale.
- Developed data-driven growth strategies and managed the international budget for marketing and operations, setting strategic priorities across regions with different market dynamics.
- Conducted 200+ interviews and served on cross-functional hiring panels, shaping team composition and talent strategy across four continents.

## **Google**

*Sales & Marketing Manager*

Sep 2013 – Sep 2015

Singapore

- Managed a large business unit with a 20-person team spanning North America, Europe, and Asia, helping mobile developers and online publishers scale through Google's advertising platforms. Consistently exceeded targets with 50%+ YoY growth.

## **Google**

*Acquisition & Support Regional Manager*

Apr 2012 – Sep 2013

Singapore

- Managed 70% of Google AdSense revenues in APAC with teams in Beijing, Tokyo, New Delhi, Singapore, Seoul, and Sydney, delivering 25% year-over-year growth.
- Redesigned operational workflows by transitioning support to scalable online resources, reallocating 20% of headcount from support to revenue-generating activities.

## **Google**

*Earlier roles. Account Associate to Regional Lead*

Nov 2006 – Apr 2012

Dublin, Ireland

- Progressed through five roles in six years, from AdSense Account Associate to APAC Regional Lead and Online Sales & Operations Team Leader, building and managing international teams of 20+ while setting strategy and KPIs for Google's publisher business.

## **04 · EDUCATION**

### **Where I learned to think.**

**Duke University, The Fuqua School of Business** *Executive MBA* · Finance, Marketing, Strategic & Operational Leadership 2014 – 2015

**Dublin City University** *MA International Relations* 2004 – 2005

**Université libre de Bruxelles** *MA Communication, Marketing & Public Relations* · Great Distinction 1999 – 2004

## **05 · RECOGNITION**

### **Awards & recognition.**

- **External** · Catalyst of Change, Asia's Top 50 Brand Leaders 2017
- **Google** · Platinum Award for Strategic Impact Google's highest individual recognition
- **Google** · BeGoogle Award. Better than the Best
- **Google** · 5× Gold Award for Sales Performance Excellence
- **Google** · 47× Peer Awards