

# WarnerMedia

## Ryan Gould

Senior Vice President of Sales & Client Partnerships, WarnerMedia Ad Sales



Ryan Gould is senior vice president of sales and client partnerships for WarnerMedia Ad Sales. In this role, Gould focuses on developing sales strategy for entertainment digital brands across WarnerMedia including TBS, TNT, truTV, Cartoon Network and Adult Swim. He is based in New York.

Prior to his current role, Gould oversaw a team of digital sellers focused on a solutions-led, consultative sales approach across CNN's digital portfolio, which includes premium verticals, mobile products, programmatic, and Great Big Story. Previously vice president of sales and client partnerships, Gould helped evolve CNN's digital sales business and scale client opportunities alongside the brand's growth. This included overseeing landmark deals, including Volvo's "live ad" 4K VR campaign centered on the solar eclipse.

Gould initially began at Bleacher Report as one of the first sales employees in 2008, and supported building that business from the ground up – from building out the team while shaping its revenue strategy, to helping the brand raise multiple rounds of funding. After WarnerMedia's acquisition of Bleacher Report in 2012, Gould spent time onboarding the brand to Turner Sports, and later transitioned to support the news division of the company. Prior to joining Bleacher Report, Gould spent over four years at Burst Media, where he formed the foundation of his sales experience.

Gould is a graduate of the University of Massachusetts Boston with a Bachelor of Science in Management, and Concentration in Advertising/Marketing. He currently resides with his wife Daniela and two sons, Jack and James.

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences through its consumer brands including: HBO, HBO Max, Warner Bros., TNT, TBS, truTV, CNN, DC, New Line, Cartoon Network, Adult Swim, Turner Classic Movies and others. The organization also includes Xandr's suite of advanced advertising solutions designed to help to improve advertising for brands, publishers, and consumers. WarnerMedia is part of AT&T Inc. (NYSE:T).