



## Molly Ford SVP of Sales

Molly brings extensive senior level marketing, sales, digital, programmatic, and SaaS experience in her role as Chief Revenue Officer of Wylei, Inc. Living up to the quote “those that choose to embrace the need to change will win,” Molly has proven that adage with her extensive leadership achievements in the marketing and advertising industry.

She has served in senior management roles at leading magazines such as *Business Week*, *US News & World Report* and was integral in launching Fast Company. Molly played a pivotal role in the creation of the Interactive Advertising Bureau (IAB) as one of the pioneers in the digital arena and one of IAB’s seven original organizers.

Previously, Molly held a VP role at Infoseek, which was later sold to Disney. She developed key verticals for AOL, managing more than \$400M in revenue per year and post-merger she became SVP of Corporate Sales and Marketing at Time Inc. While there, her focus was to help 64 magazines with digital strategy and cross-platform programs involving all media formats, as well as participating on the Advertising Leadership Council for AOL-Time Warner. Molly was then named SVP of Advertiser Solutions at Collective, where she established strategic partnerships with agencies and brands revolving around all areas of digital and programmatic.

Most recently, Molly served as a partner at Mass x Speed, consultants to media companies, clients, and agency executives who are navigating difficult industry transitions. Clients have included media companies, a global SaaS platform, an influencer marketing SaaS platform, a Fintech company, and more. Molly’s relationships and reputation of excellence are recognized throughout all areas of the industry.