

Yoav Gal

Performance Marketing & Growth Leader · P&L owner · AI builder

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Summary

Performance marketer with 17 years in ad-tech, now running a \$20M+ a year paid media business in RMG (iGaming, sports betting and prediction markets), a regulated category where standard ad channels are restricted and trust drives conversion. I own the full P&L, have grown the business 200% a year for three years at 30%+ profitability, and decide where every media dollar goes across programmatic, native, paid social, affiliate and influencer channels. Earlier I built a video ad-network from zero as CEO and launched an ad-network at Songo Media. I also build the tools: in-house monitoring and optimization systems that moved results at Sidelines.

Core strengths

- **P&L ownership:** \$20M+ annual gross revenue, with 30%+ profitability maintained over the years
- **Growth:** 200% year-over-year growth for the past three years
- **Paid media:** programmatic, native, paid social (Meta, TikTok), affiliate and influencer partnerships
- **Data:** SQL (MySQL, BigQuery) and attribution tools (AppsFlyer, Adjust, Singular)
- **Regulated categories:** RMG (iGaming, sports betting, prediction markets), where explaining the product and earning trust is part of the funnel
- **Team leadership:** recruited, trained and managed campaign-manager teams in earlier roles

Experience

Sidelines Group — Head of Media Partnerships (P&L owner, all paid media) · Oct 2020 – present

Sports technology and digital media company serving the real-money gaming (RMG) industry: iGaming, sports betting and prediction markets.

- Own the full P&L of the paid media business: **\$20M+ in annual gross revenue**, including channel strategy, budget allocation and margin.
- Grew the business **200% year over year for three years** while maintaining **30%+ profitability**.
- Drive qualified players to RMG operators as an affiliate, paid on performance, across programmatic, native, paid social (Meta, TikTok), affiliate and influencer channels.
- Built in-house tools that monitor campaigns and help optimize spend, with a direct effect on results.
- Grow volume in a regulated category where mainstream ad platforms are restricted, using partnerships and non-traditional channels.
- Report performance to leadership and turn channel data into budget decisions.

AltNext — Business Development, Online Marketing / Esports · Jan 2020 – mid 2020

- Helped brands reach gamers through esports and brand-awareness campaigns.

YouAppi — Video Director · Nov 2018 – Dec 2019

- Led growth of a new video business unit, working across sales, product, operations and marketing on a global scale.
- Bridged performance marketing and brand awareness through mobile video.

VidRide — CEO · Jan 2016 – Apr 2018

- Founded and ran a subsidiary of Songo Media building a video syndication and advertising platform from scratch.
- Wrote and executed the business plan and grew revenue from zero to multi-million dollars in year one.
- Owned sales, marketing, HR and operations as a startup CEO.

Songo Media (formerly Say Media Group) — VP Video; Director, Campaign Management · 2012 – 2016

- Launched and ran an ad-network spanning display, mobile and performance marketing, and grew its team of campaign managers.
- Negotiated and customized ad-exchange seats with major exchanges.
- Worked with R&D on API tools and automation.

Marimedia / Taptica — Director, Campaign Management · 2009 – 2012

- Rose from campaign manager to team leader to director; led a team of about a dozen managing 300+ advertisers and hundreds of thousands of dollars in monthly revenue.
- Became the center of Taptica's mobile web performance activity, negotiating with advertisers and publishers.

Education, tools and languages

- **Education:** B.Sc. studies in Biology (Life Science), The Hebrew University of Jerusalem, 2004–2009 · Hebrew (native), English (fluent)
- **Data and ad-tech:** SQL (MySQL, BigQuery), Google Analytics, AppsFlyer, Adjust, Singular, DSPs, SSPs, DMPs
- **Tools:** Google Cloud, Microsoft 365, Google Workspace, Jira
- **Building:** self-taught; in-house monitoring and optimization tools at Sidelines; Claude, Claude Code, Google Cloud, Google Apps Script, JavaScript