

Anand Mehrotra

Senior AdTech & Programmatic Specialist — Prebid · GAM 360 · Yield Optimization · AdOps Automation

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EU Permanent Residence — no visa sponsorship required

Hands-on AdTech specialist with 12+ years across Google, Amazon, and German publishers. I implement, debug, and automate programmatic stacks end-to-end: Prebid setups, GAM 360 configuration and APIs, SSP integrations, video monetization (SSAI/CSAI), and consent (TCF 2.2). For the past two years I have been building production monetization tooling at my own consultancy — including a GAM floor-price optimization engine, Prebid line-item automation, and client reporting dashboards used in live publisher setups. I deliberately moved from a Head-of role back to hands-on work: building is what I do best.

CORE SKILLS

- **Ad serving & header bidding:** GAM 360 (incl. GAM API & Unified Pricing Rules), Prebid.js, Amazon TAM, Google Open Bidding, PubMatic OpenWrap, Xandr, Magnite, Index Exchange, Adform
- **Video & in-app:** SSAI/CSAI, in-stream & out-stream, VAST/VPAID debugging, AdMob, Meta Audience Network, app SDK integrations
- **Data & automation:** JavaScript, SQL/BigQuery, GAM API scripting, GA4, automated reporting pipelines, AI-assisted workflow automation
- **Privacy & compliance:** GDPR, TCF 2.2, CMP implementation and vendor management

EXPERIENCE

AdTech Specialist & Co-Founder — Mamuka

2024 – Present

Hands-on AdTech consultancy serving sports, media, and agency clients in Germany and Denmark

- Built and deployed a **GAM floor-price (UPR) optimization engine:** automated pricing-rule generation from BigQuery auction data, delivering 7–9% sustained programmatic revenue uplift on client inventory
- Developed a **Prebid line-item automation tool** for bulk GAM line-item creation, cutting new header-bidding setup time from days to under an hour
- Built client-facing **GAM reporting dashboards** (GAM API, serverless deployment on Cloudflare Pages), replacing manual weekly reporting with automated daily views
- Designed and implemented **SSAI and CSAI video monetization** (preroll and midroll) across multiple publisher environments
- Ran controlled floor-price and bidder-segmentation experiments with tracked uplift measurement, feeding results back into pricing strategy

Head of Ad Operations (hands-on, player-coach role) — upday / Axel Springer, Berlin

Jul 2022 – May 2024

Technical owner of monetization across 7 products spanning web, app, video, audio, and partner distributions

- Personally owned GAM 360 configuration, Prebid setup, and demand-partner integrations across all products — a hands-on technical role, not pure management
- Implemented GDPR-compliant first-party data activation: SQL-driven audience segmentation and batch activation pipelines built with data engineering, increasing addressable inventory
- Owned CMP integration and TCF 2.2 compliance across all products, vendors, and demand partners
- Managed integration and yield optimization with Google (Open Bidding), Amazon TAM, and major SSPs, improving header-bidding competition and overall programmatic yield

Senior Technical Ad Operations Manager — [upday / Axel Springer](#), Berlin

Jun 2020 – Jul 2022

- Led hands-on integrations of Amazon TAM, Google Open Bidding, and PubMatic OpenWrap across web and app inventory
- Designed and implemented in-stream and out-stream video monetization in app and web environments
- Built batch reporting and data-transfer pipelines for demand-partner transparency and yield optimization
- Expanded ad delivery to third-party environments including Samsung Browser and OEM distributions

Technical Ad Operations Manager — [SOFTGAMES](#), Berlin

Mar 2019 – Jun 2020

- Implemented **Prebid.js for display and video** across a mobile-gaming network monetized via GAM, AppNexus (Xandr), IronSource, and direct demand
- Led SDK and API integrations across the game network, defining the technical roadmap for yield and operational efficiency
- Integrated Moat and Comscore for IVT detection and traffic-quality measurement

Account Manager — [Amazon Advertising](#), Bangalore

Jul 2017 – Jan 2019

- Managed and optimized advertising performance for UK marketplace sellers on Amazon's advertising and data platforms

AdTech Support Engineer — [Google](#), Hyderabad

Feb 2015 – Jun 2017

- Supported Tier-1 North American publishers on GAM ad serving: tag implementation, campaign diagnostics, Active View analysis, discrepancy resolution
- Recognized as Quarter Top Performer (JAS '16)

EDUCATION

Bachelor of Engineering, Computer Science — Canara Engineering College, India**Languages:** English (fluent) · Hindi (native) · German (basic, actively improving)