

Robert Petrausch

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Summary

As the Chief Business Officer at Mercury, Robert Petrausch leads the company's vision and strategy to create an athlete-driven media brand that delivers unique and engaging content, experiences, and opportunities for college sports fans, sponsors, and partners. With over 17 years of experience in digital media, retail, and e-commerce, Robert brings a wealth of knowledge and expertise in building and scaling revenue-generating teams, developing cutting-edge marketing solutions, and forging strong relationships with key industry players.

Robert joined Mercury in 2023, after a successful decade-long tenure at Meta, where he served as the Industry Lead for the Global Business Group, overseeing the retail and e-commerce sales teams and driving real business results for clients across Meta's Family of Apps. During his time at Meta, he worked with the biggest retailers in the world and worked on projects tied to the growth of Retail Media Networks. Prior to Meta, Robert was the Founding Executive Vice President of Sales at UrbanDaddy, a digital lifestyle media company, where he was responsible for launching and growing the company's ad sales division and client base. Robert is passionate about leveraging the power of social media, digital marketing, and NIL to transform the sports media landscape and empower athletes and fans. He holds a BS in journalism from Boston University.

Experience



Chief Business Officer

Mercury

Apr 2023 - Present (1 year)

Mercury is an athlete driven media brand built on the house of NIL (name, image, likeness). We are designed for the modern fan. Mercury produces top-tier athlete hosted podcasts, create unique fan experiences with our partner universities and build branded content for our sponsors. Our exclusive partnerships with name-brand NCAA athletic departments and top student-athletes provide new engagement opportunities to bring fans closer to the action and deliver value and opportunities to student-athletes. Through one-of-a-kind in person experiences, insider news, and direct conversations with athletes and coaches, Mercury's brings transformative experiences to rabid fanbases.

In this role, Robert is responsible for the overall supervision, management, and effective performance of its business operations - particularly around sales management, advertising media sales, sponsorships, conferences and marketing activities.

Our Partners include Penn State Athletics, Clemson Athletics, Kansas Athletics, Kentucky Athletics, Oklahoma Athletics, UCF Athletics, Villanova Athletics and more to be named shortly.

Also, check out our podcasts, fan experiences and branded content. Learn more at teammcury.io

Industry Lead, Global Business Group

Meta

Jul 2013 - Apr 2023 (9 years 10 months)

Robert served for 10 years as a people manager on Meta/Facebook's retail/eCom sales teams to support today's brands in driving real business results through its work with Meta/Facebook's Family of Apps. Since joining Meta in 2013, Robert has developed go-to market advertising strategies tailored for retail/eCom marketers, and built a best-in-class sales team that has forged senior-level relationships within the industry. Clients under his team included Best Buy, CVS, Petco, Whole Foods, eBay, Lowe's, among many others. He worked on many projects tied to the growth of retail media networks. Robert has served as a keynote speaker/panelist representing Facebook, most recently at the eTail conference in Palm Springs, CA.

Executive Vice President, Sales

UrbanDaddy

Jul 2006 - Jul 2013 (7 years 1 month)

Robert was responsible for all aspects of UrbanDaddy's digital ad sales division and also part of UrbanDaddy's founding management team. UrbanDaddy, based in New York City is a rapidly growing digital media brand, delivering consumers unique and local lifestyle recommendations via the web, email and mobile platforms. The Company publishes content that is entertaining, on point, and actionable. In an online environment diluted by unvetted reviews and biased promotions, UrbanDaddy distinguishes itself as a trusted source of highly curated content, uncovering the best in nightlife, dining, gear, travel, style and leisure. UrbanDaddy has emerged as one of digital media's leading taste-makers, having been recognized for excellence by the New York Times, AdAge, AdWeek and MediaPost. It has also been prominently featured by Apple in its national iPhone marketing campaigns. UrbanDaddy's success has attracted world-class advisors, management and staff.

Business Development Director

iCrossing

Feb 2004 - Jul 2006 (2 years 6 months)

Robert served as Business Development Director for iCrossing in New York City. iCrossing is a full-service digital marketing agency (now owned by Hearst) who specialized in search marketing during Robert's tenure. Robert established new business relationships with many Fortune 1000 companies, top Internet retailers and ad agencies during his time at IC.

Director, Sales

Vivendi

Aug 2002 - Sep 2003 (1 year 2 months)

Robert was responsible for digital advertising sales for Vivendi's online music properties RollingStone.com, MP3.com and eMusic. Rob had relationships with direct clients and agencies on the east coast.

National Sales Director

Return Path

Feb 2000 - Aug 2002 (2 years 7 months)

Sales/Business Development Role

Email Marketing leadership. FYI, NetCreations/PostMasterDirect.com is now a part of ReturnPath.

Education

BU Boston University
BS, journalism

Joel Barlow

Skills

retail media • Sales and Marketing • Marketing • Startups • Direct Sales • Display Advertising • Management • New Business Development • Marketing Management • Online Advertising