

# Mary Lambert

16 Croton Avenue  
Hastings-on-Hudson, NY 10706  
Lambert.mary@gmail.com  
914-498-9811

## EMPLOYMENT HISTORY

---

### Coordinator, Climate Action Planning Institute, Hudson Valley Regional Council, 2022-present

- Coordinate Dutchess and Westchester county cohorts to create municipal greenhouse gas inventories and climate action plans. Program funded by the NY State Office of Climate Change.
- Provide technical assistance for NY State Climate Smart Communities and Clean Energy Communities programs.

### Trustee, Hastings-on-Hudson Board of Trustees, Hastings-on-Hudson, NY, 2020-present

- Elected board member for Hastings-on-Hudson Board of Trustees. The Board manages and oversees municipal operations, enacts legislation, adopts budgets, crafts capital spending plans, manages personnel matters, and oversees planning and development projects. Collaborate with Village administration to determine municipal strategies, set policies and establish risk and control measures. Liaise with key stakeholders and committees.

### Founder and President, Closed Loop Technologies, 2018-2020

- Founder of strategic alignment marketing company, focused on customer acquisition and retention strategy, leveraging critical sales data to drive more effective marketing decisions in the smart buildings space.
- Built framework and case studies. Crafted and executed marketing communications strategies. Attracted and managed key client relationships.

### Vice-President Media Sales, Volta Industries, New York, NY, 2017-2018

- Built up, managed and retained East Coast Sales team for largest national free EV charging company. Defined strategy and drove execution of strategic plan. Closed new sales and grew relationships w/existing key partners. Grew NY based ad sales 150% in year one.
- Developed go-to-market strategy incorporating factors such as best business processes, industry trends, and dynamics of Volta's EV Charging infrastructure.

### Senior Account Director, AppNexus, New York, NY, 2016 – 2017 (Microsoft)

- Managed and grew a roster of premium strategic publisher clients, including New York Times Co, News Corp, IBM, and Conde Nast, w/a focus on developing relationships w/executive decision makers. Oversaw creation and execution of Account Plans, and QBRs.
- Kept C-suite leadership updated on partnership health. Identified and up-sold products and services and drove renewals. Partnered with Services and Product teams to help drive adoption of new product features and enhancements.

### Vice-President Customer Success, TurnTo Networks, New York, NY, 2012 –2013 (Pixlee TurnTo)

- Initiated and built up a new Customer Success Team to manage top tier clients of TurnTo's innovative SaaS based product line. Developed framework to evaluate client success, including metrics-driven tiering, optimizations & support tools.

### Head of East Coast Publisher Partnerships, Google, Mountain View, CA / New York, NY, 2006 –2010

- Managed high growth East Coast Publishing Team, with a yearly run rate of over \$400 million. Grew strategic publisher relationships for partners such as Time Warner, New York Times Co., News Corp, Washington Post, Reuters, and Sony. Grew revenue for all partnerships and helped grow AdSense bottom line > 30% yr/yr. Negotiated and closed over 20 revenue-generating deals or renewals and upsold dozens of new products and features. Analyzed client performance, built optimization reports and developed performance recommendations. Exceeded revenue goals. Winner of Google's North American Impact Award.

## **CURRENT VOLUNTEER**

---

- Hastings Board of Trustees Liaison to Hastings Climate Smart Communities Task Force and Conservation Commission.
- Founder and Member, Hastings Safe Routes to Schools Committee.
- Founder and Group Leader, Hastings Chapter of Girls on the Run.
- Alumni Board member, The Brearley School.

## **EDUCATION**

---

- **Yale University**, B.A., American Studies and Environmental Literature, 1992.
- **Columbia Business School**, M.B.A, Finance and Entrepreneurship, 1998. Dean's List.