

DAVID HAMPPIAN

GROWTH AND BRAND MARKETING EXECUTIVE

CONTACT

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

- College of Letters and Science, Sociology, 2009
- Graduated with Honors

SKILLS

- Strategic Leadership
- Departmental Design
- Growth and Retention
- Paid Performance Marketing, CRM, O&O
- Brand and Product Marketing
- Go-to-Market Strategy and Operations
- Emerging Market Expansion
- \$XXXM P&L Management

CAREER HIGHLIGHTS

- Led Marketing strategy and launch for Kendrick Lamar's *The Pop Out* (2024)
- Developed Amazon Entertainment's cross-site marketing strategy across Prime Video, Audible, Music, and Gaming (2023-24)
- Launched first legal online sportsbook in Florida (2021)
- Pioneered co-streaming ("Manningcast" format) in partnership with the NFL for Thursday Night Football (2018)
- Led Las Vegas Raiders Founding Partnership with Amazon (2019)

PROFILE

Senior GM and marketing executive with extensive experience driving user and revenue growth in competitive, high-stakes industries. Adept at building marketing departments and strategies from scratch. Proven track record of global product launches that drive growth during transformative periods, including the advent of streaming, legalized sports gambling, and artificial intelligence.

WORK EXPERIENCE

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| Amazon
Head of Growth & Audience Development | APRIL 2022 - PRESENT |
| Oversee: Growth Marketing, Product Marketing, Content Marketing (including Livestream) | |
| Description: Building a department tasked with growing emerging markets (e.g. Young Adults) across Amazon's Global Media and Entertainment division (Music, Audible, Twitch, Prime Video). Oversee Acquisition, Content, and Product Marketing. Double-digit team across US, EU, LATAM, Japan. \$XXMM P&L responsibility. | |
| Hard Rock
Vice President, Marketing | JULY 2021 - APRIL 2022 |
| Oversee: Brand Marketing, Partner Marketing, Product Marketing, Analytics | |
| Description: Launched brand and product in the early days of US sports betting legalization. Joint venture between Hard Rock and the Seminole Tribe of Florida. Built and managed team of X with \$XXXMM P&L responsibility. | |
| Twitch (Amazon)
Sr. Director, Global Integrated Marketing | JUNE 2018 - JULY 2021 |
| Oversee: Campaigns, Content, and Brand Partnerships | |
| Description: Led Amazon's Twitch platform through high-growth phase by expanding to Gaming-adjacent categories (Music, Sports). Oversaw the Content, Campaigns, and Partner Marketing teams. | |
| Pandora
Sr. Manager, Integrated Marketing | JUNE 2015 - JUNE 2018 |
| Oversee: Content, Live Event and Ticketing, CRM | |
| Description: First Growth Marketing hire at company; built CRM and acquisition capabilities from ground-up. Led cross-functional Growth and Retention tiger team; scaled programs that took Pandora from 50MM to 80MM MAU in 2+ years. Moved to COO org to help build and operationalize the Music Industry and Ticketing business. | |
| Pandora
Manager, Growth and Retention | JUNE 2012 - JUNE 2015 |