

Josh Seff

MARKETING & INNOVATION LEADER

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SUMMARY

Senior marketing and innovation leader who identifies emerging technology and brings it to market, spanning brand and product marketing, go-to-market strategy, digital partnerships, and audience growth. Track record evaluating and launching new technologies and offerings at scale across sports, media, and tech, from NBA innovation programs to new Amazon seller services. Pairs data-driven strategy with cross-functional leadership and stakeholder alignment.

EXPERIENCE

Amazon • Austin, TX

Senior Product Marketing Manager • 2024 – Present

- Lead end-to-end product marketing for Amazon's Strategic Account Services (SAS), driving the development and launch of new paid service offerings for sellers.
- Led market research that shaped product and pricing strategy, including MaxDiff feature prioritization and a Van Westendorp pricing study, directly informing service prioritization and pricing decisions.
- Directed a three-wave pilot for a new seller service, designing the end-to-end seller journey and operational processes that carried into launch.
- Built the program's communications framework: style guide, welcome packets, and standardized messaging across all seller touchpoints, plus co-authored core strategy documents (PRFAQ, MaxDiff research release, program post-mortem) to align stakeholders.
- Drove data-informed service improvements including redesigned self-service tools, enhanced onboarding materials, and feedback collection mechanisms, and established the metrics and tracking systems used to measure program success.
- Recognition: 2024 SAS AI Innovators Challenge Winner • 2025 NASBP Door Desk Award Nominee.

NBA • Austin, TX

Senior Director, Technology & Innovation Lead (TMBO) • 2022 – 2023

- Identified and evaluated emerging technologies, classified use-cases, and built team-facing programs across marketing, digital, partnerships, ticketing, and game experience.
- Developed NBA team NFT program guidelines and led the internal review council; the program grew to 20 participating teams that collectively released over 400K NFTs across 13 platforms.
- Led a cross-departmental team to integrate Flowcode into the 2023 NBA All-Star Weekend experience: broadcast lower-thirds, partner conversion tracking, and QR integrated into fan-cam and Jumbotron production. The activation garnered over 115K scans.
- Partnered with Disney and Lucasfilm to develop the first-ever league-wide theme night, timed to the release of The Rise of Skywalker, with a dedicated page in NBATickets.com.

NBA • New York, NY

Senior Director, Marketing & Digital Lead (TMBO) • 2017 – 2021

- Drove strategies that advanced team brand-marketing efforts across the NBA, WNBA, G League, and 2K League.
- Redesigned NBATickets.com to support single-game, premium, membership, tentpole, and team events; the site drove \$20M in revenue from new registrants as part of \$100M generated in total.
- Developed a ticket program that centralized digital marketing spend for the WNBA, quadrupling team marketing budgets and lifting ticket sales by over 20K.
- Selected for the 2019 rising-talent strategic development program.

Reddit • New York, NY

Brand Partnerships • 2016 – 2017

- Developed creative brand campaigns with clients including Turner, Samsung, Bethesda, 2K Interactive, General Electric, and Spotify, reaching average audiences exceeding 15M daily impressions.
- Built a portfolio of new clients generating \$1.4M in annual revenue within the first 12 months, and signed the largest new-business contract of 2016 at \$350K in monthly revenue.
- Worked with TBS and Team Coco to have Conan O'Brien post to r/photoshopbattles ahead of San Diego Comic-Con: 465K views, 1.1K+ submissions, 25.5K+ upvotes, 84% approval.
- Partnered with Samsung and Skybound on Reddit's first-ever 360° video AMA for the VR series "Gone" on Milk VR: 19M impressions, 96% approval.
- Developed a first-of-its-kind interactive viewing experience for The Chris Gethard Show with special guest John Oliver.

Fitnus • New York, NY

Founder & CTO • 2015 – 2016

- Built a digital fitness company from concept to public launch, managing a team of contracted developers, creating and executing the full marketing strategy across social, display, and search, and developing partnership relationships.

Dstillery • New York, NY

Account Executive • 2014 – 2015

- Turned around a struggling client portfolio, generating \$1M+ in recurring annual revenue built entirely from newly developed relationships across clients including Wyndham Resorts, MoMA, Lufthansa, and Royal Caribbean.

Contently • New York, NY

Sales Executive • 2014

- Developed and managed a pipeline of 200+ Fortune 1000 brand prospects, with eight brands in procurement for agreements valued at \$5.2M+ in recurring revenue.

AOL Inc. • New York, NY

Account Executive • 2011 – 2014

- Managed a network of 40+ premium publishers including Fox News, The New York Times, CBS Local, and CNN, deepening relationships through strategic initiatives that generated annual revenue exceeding \$15M.

Earlier

Rakuten LinkShare, Account Manager • 2009 – 2011 • Evolve Online, Marketing Manager • 2007 – 2009

ALSO

Independent iOS development

Solo • design, build, ship, price, market

- A Third Place: Shared Lists. Save places you love and decide where your group goes. Free, on the App Store since 2026.
- Sloma: Daily Lymphatic Routine. A daily guided movement routine. \$2.99, on the App Store since 2026.

EDUCATION

University at Buffalo • Buffalo, NY

B.S., Business Administration in Marketing & Finance, 2007