Chris Fehrmann

ChrisFehrmann@gmail.com | (615) 969-1209 | Nashville, TN

Digital and streaming media executive with 25+ years leading transformation at the intersection of product strategy, operations and advertising technology. Expert in the full proposal-to-cash ecosystem - from pricing, packaging, and yield management to flawless fulfillment, upholding elite performance standards of under 1% error and under-delivery. Proven success driving growth across OTT/CTV, digital video, and programmatic platforms through data-driven product innovation, strategic vendor partnerships, and operational excellence. Actively serving in board leadership roles and pursuing senior executive or paid Board Director opportunities with high-growth, innovative companies.

CORE COMPETENCIES

- Revenue Growth & Strategic P&L Management
- OTT/CTV Product Monetization
- Programmatic Advertising & Yield Strategy
- Fulfillment & Operations Leadership of contract to cash processes
- Digital Product Development & Innovation
- Strategic Partnerships & Vendor Management
- Cross-Functional Team Building
- Board & Governance Leadership

KEY ACHIEVEMENTS

- Oversight of $XXXM revenue budget with 44%+ EBITDA.
- Manage a $XXM expense budget.
- Designed and launched a streaming product achieving $XXM run-rate within the first 12-months.
- Led +52% YoY NET revenue growth of owned-and-operated platforms.
- Achieved 200%+ five-year growth in extended reach display/online video.
- Maintained 99%+ accuracy and fulfillment across digital operations.

PROFESSIONAL EXPERIENCE

TEGNA – Vice President, Digital Products
Sep 2018 – Present | Nashville, TN

- Lead revenue, product strategy, and fulfillment operations for a portfolio including OTT/CTV, websites, mobile apps, FAST channels, and extended reach video/display.
- Manage contract-to-cash lifecycle including order mgmt., trafficking, audit controls, and billing.
- Identify and mitigate revenue declines through innovation and new revenue opportunities.
- Direct enablement of local sales across OTT/CTV platforms, achieving exponential local revenue growth.
- Lead vendor relationships with full P&L accountability for fulfillment operations.
- Drive programmatic monetization strategy including yield optimization, partner management, and contract negotiations.
- Manage customer performance reporting platform development and delivery.
- Spearheading cross-platform audience attribution product to measure reach, frequency, incrementality across linear TV, streaming OTT/CTV, display and online video.

TEGNA – Sr. Director, Product Development
Jan 2015 – Sep 2018 | Nashville, TN

- Oversaw product development, product marketing, and pre-sales teams for performance media and local O&O platforms.
- Led end-to-end product lifecycle from ideation to launch, including revenue enablement strategies.
- Conducted market research, product testing, and client satisfaction assessments.
- Managed vendor RFP processes and strategic partnerships.
- Served as thought leader through PR, speaking engagements, and internal evangelism.

TEGNA – Sr. Director, Paid Media, Email, Website Dev & Special Projects
Jun 2008 – Jan 2015 | Nashville, TN

- Directed paid media and web development operations supporting thousands of clients nationwide and supporting $XXM in revenue generation.
- Managed 50+ person fulfillment team and a 25+ member paid search execution team.
- Owned P&L and product roadmap for email, PPC, and web advertising services.
- Spearheaded major cross-functional initiatives to drive performance and innovation.

Gannett | USA TODAY NETWORK – General Manager & Founder, 1100 Broadway Division
Jul 2008 – Jan 2012 | Nashville, TN

- Launched one of the first digital marketing services arms in the newspaper industry.
- Developed and delivered email, PPC, and website products for hundreds of clients.
- Generated top digital growth among Gannett properties during industry-wide declines.
- Achievements lead to the creation of G/O Digital and successful rollout across 86 newspapers and 42 TV stations to generate a $XXXM revenue line.

Prior to 2008
Various roles from 1999-2008 within digital technology and advertising agency organizations.

BOARD & ADVISORY LEADERSHIP

Local Media Consortium
Chairman of the Board (Jan 2025 – Present)
Board of Directors (Nov 2022 – Feb 2025)
Board Observer (Jan 2022 – Nov 2022)

Brand Safety Institute
Advisory Board Member (Apr 2021 – Present)

Newspaper & Printer's Credit Union
Board Member (Aug 2013 – Dec 2014)

EDUCATION

Savannah College of Art and Design (SCAD)
Bachelor of Fine Arts - Computer Art
(1997-2000)

VOLUNTEERING

City of Hendersonville, TN
Chairman of Golf Commission (2023-Present)