

JOHN A. PLOUMITSAKOS

Leeds School of Business, University of Colorado Boulder
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ACADEMIC APPOINTMENTS

University of Colorado Boulder, Leeds School of Business

Assistant Teaching Professor, Marketing Division

Assistant Teaching Professor, Marketing Division (62.5% appointment)

Lecturer, Marketing Division (50% appointment)

Boulder, CO

Aug. 2024 - present

Aug. 2023 - May 2024

Jan. 2023 - May 2023

EDUCATION

University of Pennsylvania Law School, J.D., cum laude

2001

Senior Editor, University of Pennsylvania Law Review

Georgetown University, B.S., Foreign Service, cum laude

1998

Honors Program in Culture and Politics; honors thesis on ethnicity and nationalism in the former Yugoslavia

University of Colorado Boulder, graduate coursework in philosophy, completed for credit

PHIL 5020 Topics in the History of Philosophy: Stoicism (Spring 2024); PHYS 5450/PHIL 5450 History & Philosophy of Physics (Spring 2025)

AWARDS, HONORS, AND GRANTS

- 2026 David B. Balkin and Rosalind and Chester Barnow Endowed Innovative Teaching Award
- Finalist, 2026 NCSM Best Practices in Sales Education Award (presented; proceedings forthcoming)
- CU AI Sprint Grant, Office of the President, University of Colorado System, "AI-Powered Sales Cycle Simulation for Professional Selling," 2026 (\$20,000)
- Allen Family Faculty Scholar (2025-2027), one of two Leeds faculty recognized for advancing AI in the classroom; the multi-year appointment provides dedicated funding for continued development of AI-enabled curricular initiatives
- Leeds AI in Education Challenge Award (2025)
- 2024 Leeds AI Teaching Excellence Award

TEACHING

- Fundamentals of Professional Selling (MKTG 3100; University of Colorado Boulder)
Fall 2024, Spring 2025, Fall 2025, Spring 2026 (8 sections; 322 students)
- Advertising and Promotion Management (MKTG 4550; University of Colorado Boulder)
Fall 2024, Fall 2025, Spring 2026 (6 sections; 314 students)
- BCOR Applied Semester Experience (BASE 2104, six-credit core; University of Colorado Boulder)
Spring 2023, Spring 2024, Spring 2025 (4 sections; 337 students)
- Digital Marketing (MKTG 3700; University of Colorado Boulder)
Fall 2023 (1 section; 39 students)
- Marketing Research & Analytics (MKTG 3350; University of Colorado Boulder)
Summer 2023 (1 section; 26 students)

UNIVERSITY SERVICE

- Lead the Professional Sales Program, Marketing Division (Fall 2024 - present): assumed leadership from its retiring founder; recruit, onboard, and manage the Professional Sales Mentor network each semester, pairing every MKTG 3100 student with an experienced sales professional
- Organize and host the Annual Mentor Summit each year since 2025, setting the agenda and recruiting speakers and panelists (2026 Summit: September 18); speaker, 2024 Summit
- Faculty liaison, Sales Club, a student-driven organization (2025 - present); supported its formation in 2024
- Member, Undergraduate Curriculum Planning Committee (Fall 2024 - Aug. 2025)
- Co-led, Marketing Curriculum Task Force, evaluating curriculum requirements for the Marketing concentration
- Summer Teaching Workshops, Marketing Division: created and delivered one workshop in 2024 and two of the division's four in 2025

- As recipient of the 2026 Balkin Award, will present my course innovations to faculty across Leeds at the school-wide workshop showcasing the award (Fall 2026)
- Lead, Agentic AI module, AI in Business video series, Leeds AI Initiative (recording begins Aug. 2026)
- Small-group breakout leader, Athletics Department summer training for incoming first-year student-athletes; participant, full-day faculty event with the men's basketball team
- Guest speaker, International Business Club (2026)

PROFESSIONAL AND COMMUNITY SERVICE

- Presented "From AI Users to AI Designers: Teaching Sales Prospecting Through Repeatable Workflow Design" to sales educators nationally at the 2026 National Conference in Sales Management
- Panelist, "The Fragility of Digital Public Spaces," Conference on World Affairs, University of Colorado Boulder (2025)
- Incoming member, Board of Trustees, Hillside School for Dyslexia (from Fall 2026); frequent school volunteer
- Pro bono consultant to two local small-business owners on management, sales, and marketing (2024-2025)
- Mentor and reading assistant, Crestview Elementary School (2024)

PRIOR PROFESSIONAL EXPERIENCE

Modern Homestead Boulder, CO
Founder and President (firm sold in 2023) 2018 - 2023

- Founded design and general contracting firm; grew annual revenue to \$2.5MM in under three years with no outside investment while leading all business functions
- Implemented rigorous design and construction processes that increased operational efficiency by thirty percent and customer satisfaction by twenty percent
- Won several top industry awards across design, construction, and client service categories

Sovrn Holdings, Inc. Boulder, CO
General Manager, Publisher Services 2017 - 2018

- Oversaw strategy, operations, and P&L of a leading web publisher advertising and analytics platform generating tens of millions of dollars per year in revenue
- Led a team of 100 employees in four offices across Sales, Account Management, Marketing, Operations, Product Strategy, Business Development, and Support Engineering

Twitter, Inc. San Francisco, CA
Senior Director, Product Strategy & Sales Aug. 2014 - Nov. 2016

- Led the global team responsible for product strategy and product revenue growth across Twitter's full suite of advertising products, helping to grow revenue by over 600% in two years
- Launched the Product Specialist team and grew it from 3 to 60 members across eight global offices in two years

Sales Director, U.S. and Latin America Aug. 2012 - July 2014

- Led a team of 60 across Advertising Sales, Account Management, and Product Specialist functions; exceeded revenue quota seven of eight quarters and grew the business over 100% year over year
- Oversaw the launch and expansion of Twitter's mid-market sales organization in Latin America

Google, Inc. Mountain View, CA
Director of Marketing, Small Business Engagement & Advocacy Dec. 2011 - July 2012

- Led outreach and partnerships in the small business space; chief spokesperson on small business issues to press and government; oversaw the Google Economic Impact Report

Director of Online Sales for Latin America (São Paulo, Brazil) Jan. 2010 - Dec. 2011

- Led sales, strategy, and operations across Central and South America; managed a team of 120 across Brazil, Argentina, and Mexico, responsible for \$250MM per year in managed revenue
- Grew revenue more than 100% annually, making Online Sales, Latin America the fastest growing sales channel worldwide in 2010

Head of Classifieds & Local Advertising (San Francisco, CA) Jan. 2007 - Dec. 2009

- Managed the online sales channel and operations of the AdWords program for eight industries; led a team of 100 across U.S. and India offices, responsible for \$400MM per year in revenue

Williams & Connolly, LLP Washington, DC
Associate 2005 - 2006

- Litigated civil and criminal cases on behalf of corporate clients in state and federal courts

D.C. Public Defender Service*Trial Attorney, Serious Felony Division*

Washington, DC

2002 - 2005

- Served as lead counsel to indigent clients facing prosecution in jury and bench trials

United States Court of Appeals for the First Circuit*Law Clerk to Chief Judge Michael Boudin*

Boston, MA

2001 - 2002

- Performed legal research and wrote draft opinions across a wide range of pending federal appeals

PUBLICATIONS AND PRESENTATIONS

Ploumitsakos, John. "From AI Users to AI Designers: Teaching Sales Prospecting Through Repeatable Workflow Design." National Conference in Sales Management, 25 Mar. 2026, Norfolk, VA. Presentation; finalist, NCSM Best Practices in Sales Education Award. Proceedings forthcoming.

Ploumitsakos, John. Panelist, "The Fragility of Digital Public Spaces." Conference on World Affairs, University of Colorado Boulder, 2025.

Ploumitsakos, John. "How Should Publishers Assess the Value of Demand Partners?" Sovrn.com, Sovrn Holdings, Inc. Blog, 5 Sept. 2017.

Ploumitsakos, John. "Back to the Future: How Mobile Technology Shapes Our Lives." Mobile World Congress, 4YFN Entrepreneurship Segment, 4 Mar. 2015, Barcelona, Spain. Keynote address.

Ploumitsakos, John. "Real-time Marketing for Financial Brokers and Advisors." Securities Industry and Financial Markets Association Conference, 31 Mar. 2014, San Francisco, CA. Keynote presentation.

Ploumitsakos, John. "#EsuranceSave30: Why 5 Million Tweeted in 36 Hours." South By Southwest Interactive Festival, 11 Mar. 2014, Austin, TX. Presentation and panel discussion.

Ploumitsakos, John. "Marketing in the Moment with Social Media." American Bankers Association Annual Marketing Conference, 23 Sept. 2013, San Antonio, TX. Keynote presentation.

Google, Inc. Google's Economic Impact, 2011 (published 1 July 2012). Presentation of research, case studies, and corresponding marketing by John Ploumitsakos.

Ploumitsakos, John. "The Economic Opportunity of the Internet for Latino-Led Businesses." Annual Legislative Summit, U.S. Hispanic Chamber of Commerce, 18 Mar. 2012, Washington, DC.

Ploumitsakos, John. "Google's Strategy for the Future of the Internet." Foro de Marketing e Negocios, 9 Nov. 2010, Curitiba, Brazil. Keynote address.

Ploumitsakos, John. "Internet Usage Trends in Colombia and the Opportunity for Colombian Businesses." Congreso de la República de Colombia, 21 May 2010, Bogotá, Colombia. Keynote address.

Ploumitsakos, John. "Inspiring Innovation through Creative Management Practices." Congreso de Innovación, Seminario Peru, 19 May 2010, Lima, Peru. Presentation.

Ploumitsakos, John. "The Internet as an Untapped Source of Economic Growth in Mexico." World Internet Day Forum, La Asociación Mexicana de Internet, 17 May 2010, Monterrey, Mexico. Keynote address.

ACTIVITIES AND INTERESTS

- Triathlon: Completed six Ironman races over two years (four 140.6 mile; two 70.3 mile); 2023 and 2024 Ironman All World Athlete; 2023 national age-group ranking of 225 of over 4,000 participants; age-group winner, 2023 Boulder Sunrise Sprint Triathlon (top 20 overall)
- Running: consecutive top-ten age-group finishes in the 2022 and 2023 Boulder Boulder
- Hockey: recreational men's league player; founded a D-league team at Blue Sports Stable (Superior, CO) for the 2026-2027 season