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Dear Telly team,

Your posting says this isn't a role for someone looking to inherit a playbook. It's for someone who wants to build one.

So I built one before applying.

dennisayotte.com/telly

It's a complete go-to-market for Telly's advertising business: a positioning and messaging framework, the B2B engine across content, social, email, CRM and PR, a sales enablement kit, a campaign with finished creative, and a first-ninety-days plan. Seven pieces, built on your brand system.

The argument underneath all of it is one sentence.

Television sells time inside the show. Telly sells space beside it.

Every television buy ever made rents thirty seconds inside somebody else's programming, and to be seen it has to interrupt. Out-of-home sells the opposite — a permanent place that never interrupts anything, and no idea who's standing in front of it. Telly's second screen is the first inventory that's both: permanent, addressable by what the household actually told you, and never in the way.

That isn't a better CTV placement. It's a different category, and I named it — **digital in-home**, the deliberate mirror of DOOH. A platform that competes on reach loses that comparison. A platform that defines a category doesn't have to have it.

Here's the part I think matters most: for eleven years, I have been the person you need to convince.

I've spent my career on the buy side. Most recently as Chief Operating Officer of a 30-person agency directing more than $1M a month in managed media across 115 accounts — CTV and OTT, out-of-home, display, paid search, paid social, YouTube, email, SMS and direct mail. I'm the one who decided where that money went, and then sat across from business owners and defended the reallocation against revenue results.

Which means I've bought both of the categories Telly sits between, in the same media plans. I know why a buyer says no to a platform with a good story and no proof, because I've said it. I know what has to be true for them to say yes.

The rest of what this role asks for, I've done — from the other side of the table:

- **Built the function rather than inherited it, three times.** A digital department at The PM Group built from nothing that spun out into its own agency; a digital services offering at Anderson Marketing Group; a membership-acquisition practice at Leadhub that drove 500,000+ enrollments.
- **Won the pitch, and armed the people making it.** 60+ new engagements and $2M in new revenue at a 50% win rate. Then I trained account executives to spot expansion themselves, scope it and bring the recommendation — worth $200,000 to $300,000 a year inside existing accounts. That's sales enablement; we just called it something else.
- **Built the measurement.** Closed-loop attribution tying media spend through leads to booked revenue across CRM, call tracking and analytics — and used it to move budget between channels, which is the only reason anyone trusted the numbers.

- **Launched with no audience at all.** The inaugural campaign for San Antonio FC — no history, no roster, no fan base — to nearly 7,500 founding season ticket members and a sold-out home opener. Selling something nobody has heard of is a specific skill, and it's the one this role needs first.
- **Come from the publisher side originally.** I ran a newsroom before I ran campaigns, and built an email audience from zero to 100,000+ subscribers. The thought-leadership half of this job is the half I started in.

Three decisions in the work I'd defend in any room:

I never lead with reach. It's an explicit message rule in the framework, and the entire go-to-market is built so nothing depends on it. The first metric I'd report internally is RFP inclusion rate — because losing a bid you were invited to is a sales problem, and not being invited is a marketing problem.

I didn't invent a single number. Where a verified Telly figure isn't public, every document uses a bracketed placeholder instead of a plausible-looking statistic. That bracket list doubles as the research roadmap for the first quarter. A kit that ships with made-up proof gets a seller caught in a room.

I flagged something uncomfortable, because I'd rather be useful than flattering. From outside, your published performance figures appear without a stated methodology or a third-party validator. That's an observation about what's publicly visible, not a judgment about research that may well be rigorous and simply unpublished — but for an ads marketing function, the public version is the product. A number a buyer can't interrogate won't survive procurement and can't be cited in an agency's recommendation to a client. In a year when both Nielsen and VideoAmp withdrew from MRC accreditation, that's the first thing I'd fix. A verified 1.4x beats an unverifiable 2.5x with a media buyer, every time.

On how this was made: your requirements list fluency with AI and automation tools that improve the speed, quality and scale of marketing. I'd rather demonstrate that than assert it. This package was built with AI, in a fraction of the time it would otherwise have taken. I've set the internal standards for applying AI at my last company — as an efficiency tool, not a replacement for judgment — and that's exactly how it was used here. The strategy is mine: the category name, what to say and what to refuse to say, and every call about where the risk sits.

I'd welcome the chance to walk through any of it, including the parts I'd want to pressure-test with people who know things about Telly I can't know from outside.

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