Seito Justin Yamamoto

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Creator turned systems builder. Learned with Japan's most-watched and most-subscribed YouTube channel (2009–2010, 16M+ views) that the right story in the right format moves people at scale, then spent 15+ years building the data and media infrastructure that applies that lesson for progressive organizations.

LEADERSHIP EXPERIENCE

Business Development Director, Political & Advocacy, *The Trade Desk* **Washington, D.C. October 2026 – Present**

- Lead a business development portfolio for The Trade Desk's political and advocacy vertical, partnering with campaigns, agencies, and advocacy organizations on data-driven programmatic media strategy.

Founder & Principal, *Yamamoto Strategy* **Washington, D.C. January 2020 – Present**

- Independent advisory practice providing digital strategy and AI counsel to mission-driven organizations and founders. Clients have included APIAVote, AAJA, Echo19, CivicNexus (AI startup), and El Jefe. Advised leadership teams on AI adoption, paid media ecosystems, platform positioning, social media strategy, creative development, and go-to-market strategy.

Head of Digital Strategy (Director of Digital Strategy), *Catalist* **Washington, D.C. May 2020 – February 2026**

- Founded and operationalized Catalist's digital strategy, converting legacy voter data assets into a scalable advertising, data distribution, and partnership ecosystem that grew to ~20% of Catalist's net revenue, the largest single revenue line.
- Advised digital teams across major agencies, advocacy, and labor organizations on paid media campaigns and membership outreach, and helped design, launch, and scale integrated digital campaigns. Organizations supported include PPFA, AFL-CIO, AFSCME, AARP, SEIU, NEA, UFCW, America Votes, State Voices, and other national advocacy coalitions.
- Senior-most digital leader, reporting to the Chief Client Officer. Advised CEO and Board on digital growth strategy, delivering quarterly updates and shaping long-term monetization strategy across evolving privacy regulations, platform policy shifts, AI development, and industry consolidation.
- Architected the digital monetization ecosystem: renegotiated core partnership agreements to remove exclusivity constraints and improve revenue-share economics, expanded Catalist's digital distribution infrastructure across 300+ activation channels, launched data marketplace syndication (e.g., LiveRamp), and established direct platform integrations with Meta, Google, Snap, and OpenX to diversify revenue and reduce platform dependency.
- Co-authored Catalist's first AI policy and governance framework, including vendor evaluation standards and company-wide enablement on emerging AI tools and partnerships.
- Led major product and data initiatives, including the launch of Peoria 2.0, a national behavioral segmentation framework organizing 329M+ voting-age individuals into 9 value-based clusters, modernizing political targeting beyond traditional demographics and partisanship.
- Led the Digital Data Archive Project (DDAP) as COVID moved campaigns from doors to phones, unifying SMS data from 10 sources and 5 vendors and analyzing 118M+ conversations to set the field's first COVID-era election benchmarks.
- Led the commercialization of predictive audience models developed by the data science team, defining enterprise use cases and go-to-market strategy, and embedding analytics-driven activation across client-facing teams.

Digital Director, *Team Bloomberg* **Chicago, IL. February 2020 – March 2020**

- Led Mike Bloomberg's digital persuasion strategy across organic social media, paid media, email, SMS, and grassroots organizing; managed digital best practices and messaging for 100+ FOs/RODs in coordination with key stakeholders.
- Used data analysis to guide paid social placement; within seven days, doubled followers, drove a 700% increase in Meta engagement, and grew daily Twitter engagement from 1,000 to 166,000.

Senior Digital Strategist, *A|L Media Strategy* **Chicago, IL. March 2018 – February 2020**

- Led multi-million dollar digital persuasion and targeting campaigns for gubernatorial, congressional, and presidential candidates, including Stacey Abrams and Fair Fight. Managed digital advertising, analytics, reporting, creative strategy, web design, and messaging for high-profile progressive organizations, nonprofits, and unions.
- Advised clients on digital optimization strategies, creating cross-platform paid media plans that utilized multiple social platforms (Google/Meta/DSPs/etc.) and managed 1,000+ digital creatives under tight deadlines with measurable goals.
- Built and automated a centralized analytics dashboard for 35+ clients, tracking cross-channel creative performance and delivering data-driven optimization insights through A/B testing, audience analysis, and brand lift studies.

Content Writer, *Scouted* **Los Angeles, CA. 2017 – 2018**
Field Organizer, *Catherine Cortez Masto For Senate* **Las Vegas, NV. 2016**
Co-author, *The Boston Globe*, *"*A foreign policy identity crisis for both parties*"* **Boston, MA. May 20th 2016**
U.S. Representative for Ambassador Caroline Kennedy, U.S. Department of State **Tokyo, Japan. Summer 2015**
President & Events Chair, *Japanese Cultural Association* **Providence, RI. 2014 – 2016**
Fundraising Lead, *Generation Peace Academy* **New York, NY. 2011 – 2012**

EDUCATION

Brown University, *B.A. International Relations* **Providence, RI.**
Keio University, *IR/Economics Department* **Tokyo, Japan**

SKILLS & ADDITIONAL INTERESTS

Technical: Meta Ads Manager, Yahoo DSP, DV360, Google Ads, The Trade Desk, LiveRamp, Looker, Tableau, Adobe InDesign, Photoshop, Stata, NGP VAN, Hustle, SPO, SEO/GEO
Languages: Japanese (native), Spanish (conversational) • *Interests*: Cooking, Tennis, MMA, Ballroom Dancing (Silver)