

Mike Jacobs

Growth executive, advisor and speaker

Chief Growth Officer & Operating Partner, Consortium Brands

Previously VP Growth at Etsy, CMO & President at Upside. Board member, MMA Global.



100M+

customers acquired

\$2B+

media investment managed

\$10B+

in acquisitions advised

50+

conference stages

SHORT BIO

Mike Jacobs is Chief Growth Officer and Operating Partner at Consortium Brands, where he leads growth across a portfolio including Jonathan Adler, Draper James, Outdoor Voices and California Pizza Kitchen. He has acquired more than 100 million customers and deployed over \$2B in ROI-positive media, previously as VP Growth at Etsy and CMO and President at Upside.

LONG BIO

Mike Jacobs has spent two decades building customer acquisition engines at wildly different scales, from a marketplace with a hundred million customers to portfolio brands operating under a hold period. He is Chief Growth Officer and Operating Partner at Consortium Brands, and was previously VP Growth at Etsy, where he scaled global acquisition and launched Offsite Ads, a multibillion-dollar channel integrating five million sellers across Google, Meta and Pinterest. Before that he was CMO and President of Upside, a \$3B marketplace, and founded and sold several agencies including one of the first performance marketing companies.

He has advised on more than \$10B in acquisitions for private equity, hedge fund and venture clients. He sits on the MMA Global board and the Pinterest Retail Advisory Board, and has served on advisory councils for Google, Meta, Microsoft and TransUnion. He studied economics at Yale, magna cum laude, in three years. He lives in New York, and plays in a rock band that has turned up on MTV.

WHAT ORGANIZERS SAY

"We heard some stellar feedback on the fireside chat, and it couldn't have gone better. People are going to remember some Mikeisms for a reasonable amount of time."

META

"You were a highlight for the entire Google group. So energizing to hear your philosophies around growth marketing."

GOOGLE

"It was phenomenal having you speak at the show."

TRANSUNION

"Opinions came on strong and strategic insights ran hot at our epic Shoptalk Spring debate."

SHOPTALK

STAGES

SHOPTALK

 **ADVERTISINGWEEK**

eTail

THE LEAD

Rakuten

CJU

SELECTED BRANDS

Etsy

NETFLIX



verizon

CHASE 

YAHOO!

Bloomberg

accenture

Signature talks

Each runs as a keynote, a panel seat or a workshop, in an intro or an advanced version.

Output Is No Longer Scarce. Coordination Is.

AI gave every person 10x leverage. Give everyone 10x output and you get 10x more stuff, not a 10x company. Why workflow, not agents or models, is the real question.

From Assistant to Operator

AI is moving out of the assistant seat and into the decision. What you delegate, what you keep, and how to tell which is which before the platform decides for you.

Will Your Next Brand Ambassador Be AI?

Synthetic creators and AI-generated influence. Where the economics genuinely work, and where an audience can always tell.

The Math, the Magic, and the Machine

Data and measurement, creative and storytelling, systems and automation. Most teams are good at one, passable at a second, and losing money on the third.

When Content Gets Cheap, Clarity Gets Expensive

If AI can make almost anything, what becomes more valuable? The brands that win will know who they are and why anyone should care.

Tying Brand Investment to Enterprise Value

Brand budgets get cut first because nobody defends them in the language finance speaks. Connecting brand spend to EBITDA.

RECENT AND UPCOMING STAGES

Sep 2026	The Future of Marketing	Shoptalk Fall, Las Vegas
Aug 2026	CRO Panel: Moving at the Speed of AI	GROW NY
Jun 2026	Letting AI Decide: Who Wins When You Give Control?	Wipro Tech Exchange, Mountain View
May 2026	Rethinking the Marketing Funnel in the Age of AI	The Lead Summit, New York
Mar 2026	Debate: Your Next Brand Ambassador Will / Will Not Be AI	Shoptalk, Las Vegas
Oct 2025	Measurement That Matters	Google + Tinuiti, Google NYC
2023	Unlocking the Power of AI	Advertising Week New York, with Meta

RECOGNITION

The Direct 60	The Lead, 2026	Marketers of the Year	AdAge, 2020
America's Fastest-Growing Companies	Financial Times, 2024	Best Use of Influencer Marketing	ThinkTank Awards, 2024
Best Use of Creator Content	US Partnership Awards, 2022	Best Use of Search	US Search Awards, 2020
Agency of the Year	Commission Junction, 2008	Inc. 5000	2010 & 2011

Booking and logistics

Based in New York. Available to travel, and happy to do remote sessions. Standard AV only, no special requirements.

mikejacobs.com/#contact High-resolution headshots and topic one-pagers on request.