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THINKING · TRANSFORMATION

# A Yellow Pages Career by the Numbers

*\$90M → \$556M in digital revenue. \$1B+ in partner deals. 16 M&As. A career measured the way I measure everything.*

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JAN 22, 2018 · 2 MIN READ



Reflecting back on my career with Yellow Pages Canada (YP), it has been an incredible ride. I have met so many incredible people and made so many friendships that will last a lifetime.

In the Canadian tech space, it is not often you get to play a critical role in helping a company go from \$90M in digital revenues (2006) to \$556M in digital revenues (2017), build products that are used by hundreds of thousands of SMBs and get to spend countless hours with the leading digital companies and people around the globe.

This article is not about predicting the future of YP or the state of the industry — rather it's to briefly reflect on the past.

Here are some numbers that I found interesting:

- **4,333 days** working as an employee, **6,027 days** if you include Bell/KS2.
- **1.2M miles** flown with Air Canada.
- **985 nights** stayed in a Starwood Hotel.
- **21** television / radio / video / speaking appearances.
- **16 M&A transactions** completed that I was involved with, from digital traffic valuation to full business lead.
- **\$115M** in directly managed OPEX budgets.

- **97 conferences** or partner events attended.
- **250+ people** managed across my 5 different teams.
- **1 turnaround business** as President of Mediative.
- **137 closed contracts** ranging from revenue, content, traffic and technology, including some notables:
  - **Canadian firsts:** Google and Bing reseller, YouTube, Facebook page and SMB marketing, Twitter data, Foursquare data, Skype free calls, Yext reseller.
  - **Traffic / API / Data:** Apple, Yahoo, Globe and Mail, CBC, Weather Network, MSN, Sympatico, AOL, PostMedia, ShawMedia, Toshiba, Cornerstone/Deloitte, Yext, Amazon.
- **1,200+ pitch decks** from start-ups, large companies, suppliers, M&A transactions — you name it, I have probably seen it.
- **\$1+ Billion generated in revenue for YP** through partner deals and product launches: Enhanced D+ (a partnership with Google); third-party ad products including Google SEM, Bing SEM and Facebook Ads; and the Daily Deal business with RedFlagDeals.com / LesPac.com, eventually sold to WagJag / Tuango.
- **6 notable development team product launches** (when I directly managed the development team), including: the relaunch of YellowPages.ca as a geo-relevant engine (a tricky balance between user experience and revenue generation), YP mobile apps for iOS and Android, keyboard-based people search on Canada411.ca, YP Answers, YP Ratings/Reviews within the Facebook Directory App (featured on CTV news nationally) and the YP Affiliate Program.
- **20+ cinq à septs** in Montreal — when you need to celebrate with your colleagues.

**Looking forward to upping the ante on these numbers in the next venture.**

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Published first at [darby.ca/thinking/yellow-pages-career-by-the-numbers](http://darby.ca/thinking/yellow-pages-career-by-the-numbers) · Connect: [linkedin.com/in/darbysieben](https://linkedin.com/in/darbysieben)