



**Jason Abbate, Director of Interactions, Stein IAS**

As Director of Interactions for the Stein IAS, Jason leads a practice that develops multi-channel go-to-market strategies, integrating martech and adtech technologies with demand generation frameworks to help B2B clients engage audiences across the buyer journey. In this role, he has worked on integrated campaigns for a broad range of clients including Korn Ferry, Weight Watchers and Western Union. Jason has more than 20 years of marketing and media experience, having held senior positions at several agencies, managing interactive strategy as well as integrated paid, earned and owned media programs for clients such as Johnson & Johnson, GE, and Abbott Labs.



**David Adelman, CEO, OCD Media, LLC**

David originally studied chemistry and biology in college. But he found that developing marketing strategies was less volatile than mixing chemical compounds, so he switched his emphasis to media and marketing in the real world. He is the founder of OCD Media, and brings 30 years of ground breaking industry experience as a change agent and a pioneer in many areas. He had senior management positions at Initiative Media, TN Media, DMB&B/MediaVest, Schering-Plough (in-house agency), McCann and Saatchi.

David focuses on marketing science (not able to completely walk away from his scientific background) and developing customized analytical tools to yield greater media effectiveness. He has been awarded MIN Sweet 16 2013 Honoree for Magazine Brand Leadership. He is often featured as a panelist or keynote speaker at industry events and his position papers/thought pieces are frequently published in key marketing/media trade journals. David teaches graduate level Integrated Marketing at NYU. If he's not at his desk, check the local golf course.



**Brock Enfield Berry, Senior Executive, C-Suite Officer**

Brock is an accomplished Senior Executive, C-Suite Officer, Entrepreneur, Consultant, and Board Member with over 17 years of success in marketing, advertising, and technology. With extensive experience in strategy and integrated media and technology. His broad areas of expertise include radio, TV, broadcast, video, digital, online, and mobile advertising; search engine marketing (SEM); social media and email marketing; new business development; sales management; and people development.

In his executive career, Brock has held leadership positions at AdCellerant (Co-Founder/CEO, 5 years); Affinity Express; AdTaxi; Digital First Media; Clarity Media Group; The Denver Post; and Schurz Communications. He has been responsible for co-founding AdCellerant, a leading digital advertising and technology company, leveraging award-winning proprietary ad software platform that delivers digital marketing plans based on campaign industry and objectives, creating operational efficiencies and revenues. In its first 4 years, the company experienced over 4,000% growth; \$0 to >\$10M+ annual revenues; and 1 to 5 countries expansion into >300 markets. In a separate scenario, he grew his last company from 2 to 56 executives and employees, and \$0 to >\$75M annual revenues in <3 years. Brock has independently consulted many companies in operational excellence and performance improvement. He and his team has been recognized by CoBiz Magazine as a Top Digital Services Company in Colorado, recognized as one of Colorado's Companies to Watch as a top 50 Company in Colorado, Inc. Magazine for 2 consecutive years as a "Best Workplace" along with many industry success awards, including Red Herring, The Denver Post, Innovation Pavilion, The Globes, Denver Business Journal, and Editor & Publisher.



**Frannie Danzinger, VP, Strategic Business Development for Integrate**

Frannie is currently VP, Strategic Business Development for Integrate, a pioneer in demand orchestration software. Frannie works with hundreds of B2B marketing organizations to develop and scale their revenue-generating machines. Her passion is to fully understand a marketer's business and help to build a high-impact strategy, with efficient process, data and technology, to bring the strategy to life.

Having worked with smart marketers, savvy business pros and sharp technology professionals during her roles at 6sense, eXelate, a Nielsen Company and Bizo over the last five years, Frannie fell in love with MarTech. She's experienced first-hand the power of MarTech and its ability to catapult - and hold back - marketing teams and business results. Coupled with 20+ years of agency media experience, it's easy to get excited about the road ahead in marketing and technology.

When not working with marketers, Frannie channels her personal passion to fitness. She is a Group Fitness Instructor, Boxing Trainer, Spinning Instructor and Personal Trainer. If you cannot find her at her desk, be sure to check the gym!



**Paul Dolan, Chief Executive Officer, Varick**

Paul is an industry veteran with over twenty years' experience building and leading technology-enabled, data-driven media businesses.

In the last 10 years, Paul has launched and led three innovative media businesses that brought better targeting, more insights and increased ROI to clients. Most recently, Paul launched Light Reaction, WPP's outcome-based programmatic media platform, and served as its global General Manager across 25 countries. Prior to Light Reaction, Paul was a key member of the founding team at GroupM's Xaxis, the industry's largest agency trading desk. As Managing Director of North America, he led all sales, marketing, client services and operations.

He opened Xaxis offices in New York, Toronto and Miami, before launching Xaxis Latin America with offices in Mexico City, Sao Paulo, Buenos Aires and Bogota. In 2008, he developed B3, the first data-driven media trading platform for 24/7 Real Media and WPP's Media Innovation Group.

Paul has advised companies in A.I., mobile analytics, digital out-of-home, rich media and education content.

Paul is now the Chief Executive Officer at Varick, the original programmatic media company. Varick will be celebrating its 10th anniversary this year and he is looking forward to leading this innovative company into its next 10 years.

When outside the office, Paul enjoys spending time in Battery Park City with his wife Debbie and their dog Jax.



**Dave Hills, Interim Chairman and CEO of POP-Market**

Dave is currently the Interim Chairman and CEO of POP-Market, which sells programmatic inventory for wholesale fashion and accessories. Prior to joining POP-Market, Dave served as the CEO of Twelffold Media, taking a set of assets and creating a \$22mm business with 60%+ gross margins and high flow through with about \$7mm of paid in capital.

Dave's career began at Cox Enterprises where he served for 21 years. Following Cox, he joined About.com as the Chief Operating Officer, where he guided the company from losing \$3mm during his first month there to positive EBITDA within 12 months.

In 2003, Dave joined 24/7 Real Media as the COO and President of Sales where he rationalized expenses by cutting out entire layers of management, combined the ad serving and ad network operations and increased revenue by 50%.

In 2004, he joined Looksmart as CEO of NASDAQ-traded LOOK and engineered a turnaround in a company which most had written off – getting rid of bad business practices around fraudulent ad traffic, rebuilding the company's unique asset and licensing it to other companies so they could control their own revenue streams. Within a year, the gross margin of LOOK had risen by 50% and the company had positive cash flow, which allowed Dave to implement a 1:5 reverse split. The company traded above its reverse split price for the 18 months he was with the organization.



**Matthew Levine, Vice President, Data Solutions, SourceMedia**

Matthew Levine is Vice President, Data Solutions at SourceMedia. In this role, Levine is responsible for growing the company's data product business and building and overseeing its programmatic offerings. He joined the company in January of 2018.

Prior to SourceMedia, Levine was Vice President, Client Engagement for Xaxis and helped grow the company's revenue by over 100 percent, across three territories, and evangelized the Xaxis brand. He joined Xaxis from IDG TechNetwork where he was Group Sales Director and built a strong portfolio of clients ranging from HP to Symantec.

He is a graduate of the University of California, Santa Cruz with a B.A. in Sociology.



**Stephen Lilly, Co-Founder & SVP Global Data Partnerships, Bombora**

Stephen manages Bombora's data co-op and is responsible for all media and data partnerships.

Prior to Bombora, Stephen held executive positions in product management and business development at Focus.com. As a core contributor to the company's success he developed and managed the business's largest revenue generating product and oversaw a content distribution network of over 150 B2B publishers during the business' rapid growth to acquisition. Post-acquisition by Ziff Davis Media, Stephen continued as VP of Business Development and was closely involved in guiding product development, product marketing and oversaw operations related to 70% of annual revenue. Before working in online media, Stephen was a founding partner of Groundwork Open Source Solutions responsible for all demand generation and sales operations.

With a passion for film, in 2006 Stephen launched Team Films, Inc. and produced, wrote and directed the award winning documentary, 'Perfect Effort' featured in the recent Sony Picture's release 'When the Game Stands Tall'. Stephen is a graduate of UC Berkeley where he studied Business and Social Policy.



**Saajan Patel, Director of Publisher Acquisition, 33Across**

Saajan Patel is the Director of Publisher Acquisition at 33Across, where he has a proven track record of identifying new publishers and growing the supply footprint. He is responsible for cultivating and maintaining publisher partnerships, with a focus on comScore 1000 publishers, to help them generate incremental revenue.



**Rob Rasko, CEO and Founder, 614 Group**

As a thought leader in the digital marketing industry, Rob has focused on the major issues that have shaped the industry, specifically with an expertise in brand safety, specifically the need for better structure and compliance around third-party media buying/selling, international business relations, and the consistency of standards across borders.

A distinguished leader in the Ad Tech sector, Rob serves as the Program Director of IAB Quality Assurance Guidelines (QAG), and in his prior career was CFO/COO and President of a major global digital advertising network following a career with leading Wall Street firms.

A proven business leader, Rob excels in start-up acceleration, product marketing and launch, complex negotiations and corporate structuring. A proven entrepreneur Rob's latest venture the 614 Group is the third in a series of successful businesses for which he has been involved.



**Michael Ring, Digital Sales Lead, Endeavor Business Media**

Michael Ring is Digital Sales Lead for the Process Flow Network and Endeavor Business Media. He has nine years' experience in the digital advertising industry and has worked on both the agency and publishing side. Michael works to keep Endeavor Business Media ahead of trends, while looking to advance capabilities to best serve its clients.



**Scott Roulet, Vice President, BPA Media Exchange, BPA Worldwide**

Scott joined BPA in March 2017 as Vice President, BPA Media Exchange. During his 30-year career, Scott has led digital media and business information organizations around the world. Prior to BPA, he consulted with leading media organizations including American City Business Journals and Kantar in areas of developing scalable solutions for advertising automation, audience data enhancement and advertising sales. In 2008, Scott co-founded B2B digital ad network, BBN, where he served as President until its sale in 2015. Previously, he held a number of executive positions focusing on digital expansion with companies including Cygnus Business Media, ProQuest Company and Oklahoma Publishing Company. He is a graduate of the Gaylord School of Journalism at the University of Oklahoma.



**Eric Wheeler, CEO & Co-Founder, 33Across**

Eric is the Chief Executive Officer and co-founder of 33Across, a publisher monetization and traffic platform. He's a seasoned start-up entrepreneur and a pioneer in digital advertising, with a proven track record in creating products for marketers and publishers that increase revenue and uncover actionable insights. Under his leadership, 33Across has achieved numerous accolades, such as being named the 70th fastest growing companies in America and the 7th fastest growing company in New York by Inc. Magazine in 2013. 33Across has also been an AlwaysOn Media Top 100 Company for 4 consecutive years. Prior to 33Across, Eric was the CEO of Neo@Ogilvy and Executive Director of Ogilvy Interactive North America. Under his leadership, Ogilvy Interactive's revenue grew five-fold from 2003-2007. Eric was COO of Carat Interactive and co-founder and President/COO of Lot21, the award-winning digital agency that sold to Carat in 2002. Eric holds a BA in Political Science and Philosophy from Boston University.