



## FACULTY PROFILES



**Jon Carrado, Manager, Strategic Planning & Operations, IDG Communications**

Jon is a strategic marketing professional & digital native. He began his career at IDG working with several major advertisers aiming to reach technology savvy professionals and consumers. Currently, he manages digital advertising strategy and execution of media solutions while consulting with sales teams to align their clients' investments with intended business outcomes. Jon takes a tactical and pragmatic approach to campaign management and has assumed the thought leader role on operational and technical best practices. Curious, analytical, and methodical, Jon is well-equipped to navigate the digital supply chain and help lead the charge into a new era of audience engagement.



**Robert Deichert, Chief Operating Office, 33Across**

Rob brings 18 years of operational success in digital advertising. He optimizes the balance between human capital and technology driving superior customer, company, and employee engagement. Rob's talents ensure that sales, operations, product, technology and business development teams succeed cohesively, cross-functionally and globally.

Currently, Rob is chief operating officer at 33Across responsible for our platform business. Expertise covers strategy, operations, change management, talent assessment & recruiting, executive coaching, organizational design & optimization, due diligence, implementation of data driven decision making and operational excellence.

Rob has run organizations as large as 300 people; he has been responsible for revenue of \$1B plus, in locations as diverse as Ukraine, India, Israel, and Baltimore. His management style is strategic, practical and direct. Rob's deep understanding of the tech and advertising universes permits him to powerfully assess, act and execute in the most challenging landscapes. At Criteo Rob was Managing Director of North American Operations. Prior he held a series of senior management positions at Exponential Interactive, LivePerson, The Weather Company, AOL and Advertising.com.

In his prior role as head of global revenue operations at Rubicon Project, he partnered with the revenue teams to optimize the customer support and work flow along with restructuring the DSP team to improve performance. Rob's career began in strategy consulting at Mars & Company focused on the beverage and paint markets. Rob has a BA in Economics from Johns Hopkins University. His MBA is from the University of Maryland.

**Jaimie Hefelfinger, Account Lead, Centro**

Jaimie is an Account Lead on the Publisher Solutions team at Centro. There she arms her publishing partners with a unique combination of digital solutions, education and technology to help them grow digital revenue while servicing their advertisers more efficiently and profitably. Prior to her time at Centro, Jaimie worked as a senior member of the Sales and Strategy team at Realtime Media developing innovative acquisition and engagement programs for clients such as Levi's, Lands' End and eBay. She has also lived in New Zealand running Marketing & Events for Basketball New Zealand. A Nittany Lion from birth, Jaimie attended The Smeal College of Business at Pennsylvania State University and spends her fall weekends tailgating in Happy Valley.

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

Matt is Vice President, Data Solutions at SourceMedia. In this role, he 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, Matt 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.

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

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

Scott joined BPA in March 2017 as Vice President, B2B 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.