

Advisory Council

David J. Moore – Chairman

David J. Moore is chairman of the Internet Advertising Institute's Advisory Council. He is also chairman and founder of [24/7 Real Media, Inc.](#), a leading global digital marketing company that offers award winning ad serving, targeting, tracking, and analytics platforms, along with powerful search marketing capabilities and a global alliance network of Web sites. Mr. Moore has led 24/7 Real Media's growth from start-up to its current position as a leader in digital marketing.



Mr. Moore is a respected industry veteran who has active been in the field of Internet advertising since the mid-1990s, and who has over thirty years of experience in new media property development. He is a compelling speaker and seasoned executive with expertise in all facets of the digital advertising industry. He has held positions at companies such as Turner Broadcasting and Viacom; he co-founded Petry Interactive, which eventually became 24/7 Real Media. Mr. Moore currently serves as Chairman for the [Interactive Advertising Bureau](#), and has been a member of IAB's board since 2002.

Mr. Moore has served as a director of Local Matters, Inc., a provider of internet, voice and wireless technology solutions, since March 2004, and as Chairman since March 2006. He also serves on the board of Our Stage and Auditudes, an early stage internet company, on the board of directors of the [Advertising Education Foundation \(AEF\)](#), and on the board of directors for [Visible Technologies](#), an industry leading provider of social media monitoring and engagement solutions. He is proud to serve as a senior content advisor for the Internet Advertising Institute.



Ari Bluman

As for [24/7 Real Media's](#) President of North America Sales and Operations, Ari Bluman is responsible for all of North American business development, ad operations, sales, and client services. Until his appointment to this position, Mr. Bluman enjoyed many roles within the company such as Senior Vice President, North American Sales and Operations; Vice President, Distribution and Operations; Vice President, Direct Solutions; Vice President, Direct Marketing, Inside Sales and Email Brokerage, as well as an Account Executive. This vast experience made him the perfect candidate to oversee the complete sales operation in North America for 24/7 Real Media, including Search Marketing Services, Technology and Media Sales.



Mr. Bluman contributes frequently to industry publications including [iMedia](#) and Clickz.com, and speaks regularly at digital advertising conferences and events. Prior to his employment at 24/7 Real Media, Mr. Bluman was Vice President of Sales at Now Marketing, Inc. A graduate of the University of Maryland, from which he holds a Bachelor of Arts Degree in Political Science, Mr. Bluman joined 24/7 Real Media in 1997.

Shane Steele

Shane Steele is a media and marketing executive with 14 years experience in digital media and brand marketing. She is currently Vice President, Marketing at [Tremor Media](#), the largest video ad network where she oversees all of the company's marketing efforts. Prior to joining Tremor Media, Shane was an independent marketing and digital media consultant based in L.A., where she focused on developing and executing marketing, sales, product, and audience development strategies for new media companies.



Before launching her consulting practice, Shane was the Director of Emerging Media & Online Advertising at Coca-Cola where she oversaw interactive marketing initiatives for the Coca-Cola North America brand portfolio. In this role, Shane was also responsible for evaluating new technology and media partners across the evolving digital landscape to direct the company's innovation and research investments in emerging media in areas such as social media, mobile, and advanced video platforms.

Shane began her career at Sapient and Accenture, where she was responsible for leading large scale web strategy and development initiatives for Fortune 500 clients. She currently resides in New York City.

Wenda Harris Millard

In April 2009, Wenda Harris Millard became President and COO of [MediaLink LLC](#), a leading strategic advisory and business development firm that provides critical counsel and direction to the media, advertising and entertainment industries and to companies and investors that interact with those sectors. She works with Chief Executive and Founder Michael E. Kassin to provide advice and implementation on strategic marketing and brand development, implementation roadmaps, technology solutions for media, media sales and revenue generation, business development, public organizational planning, public policy management, competitive analysis, and financial restructuring to some of the Fortune 100's largest global brands such as Microsoft, AT&T, Unilever, Home Depot, Colgate-Palmolive, The Walt Disney Company, Viacom, Fox Television Studios, Comcast, Bain & Co., Blackstone, Cerberus Capital Management, General Atlantic, Fremantle, General Motors, and Sony.



Before joining MediaLink, Ms. Millard was Co-CEO and President, Media for [Martha Stewart Living Omnimedia](#), Inc. She joined MSLO in July 2007 after three years as a member of its Board of Directors. Ms. Millard oversaw MSLO's media businesses, which include publishing, internet and broadcasting. She is credited with elevating the company to its leading position in percent of revenue derived from digital advertising among other "traditional" media companies and was the driving force behind creating cross-platform programs for marketers in TV, digital, magazines and radio.

Before MSLO, Ms. Millard was Chief Sales Officer at [Yahoo!](#) where she led the team that drove revenue from \$700 million to over \$6 billion in six years and was consistently credited as number one in the

media industry. On an industry-wide level her work at Yahoo! established brand advertising on the web. Prior to Yahoo!, Ms. Millard was Chief Internet Officer at Ziff Davis Media and President of Ziff Davis Internet. Previously, Ms. Millard was a founding member of the executive team at DoubleClick, where she served as Executive Vice President responsible for establishing the DoubleClick brand and overseeing the operations of DoubleClick Media. She also served as President and Group Publisher of SRDS, Senior Vice President and Publisher of Family Circle and Executive Vice President/Group Publisher of Adweek, Mediaweek and Brandweek magazines.

Ms. Millard has received numerous industry awards including the 2007 John A. Reisenbach Award for Distinguished Citizenship; the 2006 “Advertising Person of the Year” Silver Medal Award from the AAF and the 2005 Matrix Award for “Women Who Change the World.” Advertising Age acknowledged her as a “Digital Media Master” — one of the 20 most influential executives in interactive media. She was the subject of a profile by Tom Brokaw as part of NBC’s “Women to Watch” series.

Active on behalf of the advertising industry throughout her career, Ms. Millard is immediate past Chairman of the Interactive Advertising Bureau and former President of the Advertising Club of New York. She has served on the Boards of the Advertising Council, the American Advertising Federation, the Advertising Education Foundation and others. Currently, she sits on the Boards of several emerging media companies as well as on the Boards of the James Beard Foundation, Pop!Tech and Do Something. She served two terms as a Trustee of Trinity College in Hartford.

Ms. Millard holds an MBA from Harvard University and a BA from Trinity College.

James J. Spanfeller

Jim Spanfeller is President and Chief Executive Officer of The Spanfeller Group, a web based content company.

Prior to this position he served as the President and CEO of Forbes.com, home page for the world’s business leaders, reaching 20 million business decision makers each month. In this position, Spanfeller oversaw Forbes Digital, which included Forbes.com, ForbesTraveler.com, Investopedia.com, RealClearPolitics.com, RealClearMarkets.com, RealClearSports.com, and the Forbes.com Business and Finance Blog Network, which together reach 42 million unique monthly visitors. Spanfeller was also a member of the Office of the Chairman, along with Steve Forbes and Timothy Forbes.



Spanfeller has received numerous industry accolades. Most recently in February of 2010 receiving the first ever Founders Award from the IAB for lifetime achievement. He has been included in BtoB Media Business’ “Who’s Who In Business Publishing” and was named “Top Interactive Executive for General Business Publishers” as part of the “Top Innovator in Business Publishing” awards. He has also been included in BtoB magazine’s “Top 25 Newsmakers” as well as the “Media Power 50 List” at #4, and was inducted into min’s first-ever Digital Hall of Fame.

Spanfeller is currently Treasurer of the Online Publisher’s Association (OPA) and is a Chairman Emeritus of the Interactive Advertising Bureau (IAB). He also sits on the boards of Freedom Communications, Inc., Ziff Davis Enterprise Group, Modern Luxury Inc., We Are Family Foundation and the ABM

(American Business Media Association). He served on the Board of Directors of the Magazine Publishers Association, 1999-2000.

In addition to these full board positions he also serves on the advisory boards of several early stage web start-ups; We7, WebMynd and Fattail are three examples. He also writes frequently in leading industry trade publications and speaks regularly throughout the world on media issues in the digital age.

Prior to joining Forbes.com, Spanfeller was President of the Consumer Magazine Group of Ziff Davis Media, Inc. Previously, he was Publisher of Inc. magazine and also held senior positions at Playboy Enterprises Publishing Group and Newsweek.

Spanfeller received a B.A. in English Literature from Union College. He lives in New York City with his wife, Peg, and their three daughters.

Joe Doran

Joe Doran is a seasoned and accomplished senior executive with 15 years of experience managing interactive media, advertising and social media solutions in high growth companies such as Microsoft, General Mills and Media6Degrees. Joe is a sought after expert in interactive advertising, advertising technology and social media.



Joe is currently the founder and principal of Whidbey Ventures. Whidbey Ventures invests, advises and creates leading companies in the advertising and interactive media space. Joe has help incubate and launch next generation interactive start-ups such as BrightTag, Inc and Legolas Media Inc. Joe's current project is evolving the world of digital publishing through the application of real time data.

Prior to Whidbey Ventures, Joe was the founding CEO of Media6Degrees, Inc., a New York based advertising technology start up that provides major brand marketers with custom audiences using the power of social graph data. Under Joe's leadership, Media6Degrees was able to move from a prototype to having over 90 advertising customers, 40 social insight partnerships and 3 strategic partnerships while raising \$12.5M in venture capital.

Prior to Media6Degrees, Joe spent 9 years at Microsoft in a variety of senior roles including Chief of Staff at MSN and, from 2003 to 2008, General Manager of Microsoft Digital Advertising Solutions. In this position Joe was responsible for product management for all advertising products and technologies at Microsoft (including Microsoft AdCenter, Microsoft PubCenter, the Display Ad Platform, Massive, and AdECN, among others) as well as serving as the lead spokesperson for advertising technology and solutions at Microsoft. As General Manager, Joe set the broad strategic direction for the advertising business and also led Microsoft's acquisition and integration strategy for the many advertising based businesses purchased by Microsoft including Massive, ScreenTonic, DeepMetrix, AdECN and aQuantive.

Joe honed his marketing skills at General Mills as a Brand Group Manager stewarding world-class brands such as Cheerios, Trix, Cocoa Puffs & Betty Crocker. Prior work experiences include a technical sales manager & an Infantry Captain in the US Army. Joe has an MBA from Harvard Business School & a BS in Chemistry from United States Military Academy.

Rob Rasko

Rob Rasko is President & COO, CPX Interactive. Rob began his career helping companies like Oppenheimer and AIG offer their clients advice on cash management, retirement plans, and personal and corporate investments. In 2002, he switched gears and became a principal at Internet ad agency, Endai Worldwide, driving businesses' growth through sales and marketing. In early 2006, Rob joined CPX Interactive as CFO, with the goal of helping the company grow to the "next level." Upon completion of this original goal, in 2008, Rob was asked to assume the role of President and COO and was tasked with managing the company's day-to-day global operations and assembling a world-class senior management team.



During Rob's personal time, he has dedicated himself to writing internet advertising public policy, as well as overseeing its implementation. To that end, Rob currently sits on the USA IAB's International Steering Council and the Networks and Exchanges Steering Committee. As a global online ad network with a state of the art proprietary ad management platform, CPX Interactive allows clients access to unlimited pools of online inventory while integrating customized suites of data points and providing total insight into both process and results. CPX Interactive delivers more than 30 billion impressions to more than 200 million unique users in more than 60 countries every month.

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Chris Moore

Chris Moore is an Account Manager for the Media business at 24/7 Real Media. He is an integral part of the post-sale day-to-day operations for campaigns running on the 24/7 network and its affiliates. He and his team are responsible for optimizing display campaigns and meeting the performance goals specified by each unique advertiser. He is knowledgeable in behavioral targeting, psychographic targeting and a myriad of other cutting edge strategies.



Chris graduated from the University of Colorado at Boulder and now resides in his native New York.

Internet Advertising Institute

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