

Board of Directors

David J. Moore

David J. Moore is chairman of the Internet Advertising Institute's Advisory Committee. 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, both early stage internet companies, 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.

Michael Flannery

Michael Flannery is the Founder & Managing Partner of [Redwood Partners](#). Michael is primarily responsible for the Company's strategic corporate relationships and global executive search business. He is an authority on human capital development and has extensive experience building global teams for growth companies primarily focused on Board, CEO, and executive level placements. Michael is a trusted advisor to leading entrepreneurs, venture capitalists and private equity firms.



In the past, he was honored by inclusion in Crain's Tech 100. He is the former Chairman of the Union League Club's Committee on Public Affairs and the Co-Chair of

the Friends of Belfast in New York City. He is also a member of the Executive Council of New York.

Michael is a graduate of Cazenovia College in Central New York where he serves on the Board of Trustees and as a member of the 1824 College Society.

Steve Bookbinder

Steve Bookbinder has delivered 2,000 workshops and speeches to more than 30,000 sales professionals worldwide. He has over a decade of experience selling online media, search engine marketing, and related advertising products; he has also managed, trained and coached media sellers for large and start-up media companies throughout the US and Canada for more than 15 years. Leveraging his background as an actor, athlete and swim coach, he infuses each presentation with humor, insight and a passion which is contagious.



He has written and co-written more than 25 books, articles and audio training programs, and is most recently the author, with Jeff Goldberg, of *How to Be Your Own Coach*.

Steve graduated from State University of New York at Albany.

Tom Mahar

Tom Mahar is the Chief Operating Officer at Internet Advertising Institute. Tom is a leader with expertise in building companies from the ground up. He has worked with numerous high performance companies and has extensive management experience with successful businesses in a range of industries.

His experience in developing business infrastructures, customer service operations and marketing programs in the real estate, property management and hotel industries is critical to the Internet Advertising Institute's service focused business. His high performance leadership style is an invaluable asset to Internet Advertising Institute.



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