

**Network Advertising Initiative Adds Two Strategic Hires to its Staff**

*Bruce Morris, Second NYC-Based Hire for the NAI, Joins as VP, Member Services and Business Development, While Association Expert Ryan Cliche Joins DC Team as Chief Operating Officer*

**WASHINGTON, DC – March 20, 2014** – The [Network Advertising Initiative](#) (NAI) today announced that it has brought on two new staff members to support its growing membership and association needs. Bruce Morris has joined as Vice President of Member Services and Business Development. Morris is the second employee for the organization hired in New York, and he will join General Counsel and VP for Compliance and Policy, Noga Rosenthal, in leading operations at the NAI's new NYC office. Senior association consultant Ryan Cliche has also joined the team as Chief Operating Officer, working from the NAI's new office location in Washington, DC.

As Vice President of Member Services and Business Development, Bruce Morris leads efforts around the continued growth of NAI membership. Morris brings a wealth of online and mobile media and technology expertise to the NAI. In his new role with the NAI, Morris is responsible for recruiting new members and sustaining relationships with existing members, while maintaining NAI's high standards. Morris is also responsible for the evaluation and development of new product and services initiatives that support NAI's members and mission.

"The digital advertising space is a constantly shifting environment, and the NAI's role in that ecosystem is vital to maintaining high standards for responsible businesses and consumer privacy protection," said Morris. "I am looking forward to working closely with NAI's President and CEO, Marc Groman, to grow and nurture the leadership and membership of the NAI, even as the space itself continues to evolve."

Prior to joining the NAI, Morris was EVP, Managing Director of SourceMedia where he oversaw the company's professional services and technology groups. Previously, he was Chief Operating Officer of Louise Blouin Media (LBM) where he was responsible for the day-to-day operations of LBM's magazine, book and online media and data businesses, including such brands as Art+Auction and ARTINFO. Earlier in his career, he was Senior Vice President and General Manager of Jupiter Online Media, where he oversaw operations of more than 150 websites and four online networks, including internet.com and Mediabistro.

Ryan Cliche joined NAI in December 2013, as a consultant of Plexus Consulting Group. He now steps into the role recently vacated by NAI veteran James Campbell. As Chief Operating Officer of the NAI, Ryan Cliche oversees finance and accounting support, human resources, membership processing, insurance management and event management.

Prior to joining NAI as COO, Cliche led the association management practice for Plexus Consulting Group, where he managed education, meetings, marketing, business development and publishing functions for a number of associations. As a consultant, association executive and publishing professional, he has helped organizations penetrate new markets, further cultivate existing business and find additional, sustainable revenue streams.

"We are delighted to welcome Bruce and Ryan to the NAI team," said Marc Groman. "As the NAI continues to expand its focus on evolving business models, while growing a robust membership dedicated to promoting the health of the digital advertising ecosystem, we will benefit greatly

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from their expertise. These gentlemen are extremely accomplished and talented people, and we are thankful to have them on our leadership team as we embark on an exciting new year.”

Tom Murphy is also a new member of the NAI organization, joining as an associate. In this role, Murphy will arrange logistics for NAI meetings, conferences, trainings and other related events. Prior to joining the NAI, Tom interned on Capitol Hill in the U.S. Senate, the Overseas Private Investment Corporation, and with a consulting firm that focuses on imports/exports and distribution.

**About the NAI**

Founded in 2000, the not-for-profit Network Advertising Initiative (NAI) is the leading self-regulatory association comprised exclusively of third-party digital advertising companies. The NAI promotes the health of the online ecosystem by maintaining and enforcing high standards for data collection and use for online advertising purposes. The organization also educates and empowers consumers to make meaningful choices about their experience with online advertising through an easy-to-use opt-out mechanism. To learn more, visit <http://www.networkadvertising.org>.

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