



### **Statement by NAI Board on Marc Groman**

On behalf of the NAI Board, we wish NAI President and CEO Marc Groman all the best as he prepares to pursue new challenges. We are grateful for his three years of leadership and the excellent work he has done to establish NAI as the leading self-regulatory association dedicated to responsible data collection and its use for digital advertising.

Under Marc's leadership, the NAI Code of Conduct has become the "gold standard" for self-regulation of third-party advertising technology companies and related businesses. And NAI has grown from a small association of ad networks based in Maine to a diverse organization with offices in New York City and Washington, DC. Today, NAI counts among its members 100 companies from across the globe that represent every facet of the third-party advertising chain, both online and in mobile.

As a result of Marc's commitment to attracting experienced and top quality staff members and developing a strong infrastructure, NAI now has a solid foundation to build on his accomplishments.

NAI serves an invaluable role at the intersection of consumer privacy needs and effective advertising delivery. Our role results from the unique composition of our organization -- the leadership, staff and Board of NAI are comprised of individuals who are experts in privacy and who have unparalleled experience and accomplishments in business and advertising.

NAI will continue to do what we do best: Help to grow and nurture the long-term health of the online ecosystem by maintaining and enforcing high standards for mobile and online data collection by companies delivering digital ads.

The NAI Board has begun the process of identifying Marc's successor and we are pleased that Marc will continue to lead NAI into the spring of 2015. We know that Marc will always be a part of a NAI, and NAI will always be a part of Marc. We look forward to continuing to work with him at NAI in the coming months, and to collaborating with him in the future.