



FOR IMMEDIATE RELEASE
June 11, 2015

Contact: Caitlin Andrews
Tel. 202-828-7627
Caitlin.Andrews@policyres.com

Network Advertising Initiative (NAI) Elects New Board of Directors

WASHINGTON, DC – June 4, 2015 – The Network Advertising Initiative (NAI), the leading non-profit self-regulatory association comprised exclusively of third-party digital advertising companies, today announced the election of its 2015 Board of Directors. The 14-member Board is comprised of representatives from a diverse cross-section of NAI member companies with a depth of experience, excellent reputations and a long track record of accomplishments in the privacy and advertising sectors.

The Board, comprised of both Charter Members and at-large board representatives elected by NAI members, sets policies to ensure that NAI maintains its commitment to responsible data collection and use for digital advertising, working closely with NAI President and CEO Leigh Freund and the NAI's professional staff. The 2015 NAI Board of Directors includes:

- **Doug Miller** (Board Chairman), Vice President and Global Privacy Leader at [AOL](#)
- **Alan Chapell** (Board Vice Chairman), President at [Chapell & Associates](#)
- **Shane Wiley** (Board Treasurer), Vice President of Privacy & Data Governance at [Yahoo!](#)
- **Matt Haies** (Board Secretary), Vice President, General Counsel at [Xaxis](#)
- **Jason Bier**, Counsel and Chief Privacy Officer at [Conversant](#)
- **Brooks Dobbs**, Chief Privacy Officer at [KBM Group](#)
- **Dave Fall**, Senior Vice President, Operations at [Tapad, Inc.](#)
- **Ted Lazarus**, Director, Legal at [Google](#)
- **Ari Levenfeld**, Senior Director of Privacy and Inventory Quality at [Rocketfuel](#)
- **Alice Lincoln**, Director of Product Management and Data Governance at [MediaMath](#)
- **Andrew Pancer**, COO at [Dstillery](#)
- **James Turner**, Director at [Oracle](#)
- **David Wainberg**, Privacy & Policy Counsel at [AppNexus](#)
- **Estelle Werth**, Global Privacy Officer at [Criteo](#)

“I’m proud to lead the NAI Board, said Board Chair Doug Miller. “Like the previous Board, the new NAI Board includes members who are accomplished business leaders in advertising and privacy experts. They understand privacy issues and online advertising, and can craft thoughtful, practical, scalable standards that benefit both consumers and businesses. The new Board also reflects the evolving ad tech space with members bringing in new and varied views.”

more

“I’m thrilled to work with the new NAI Board,” said NAI President and CEO Leigh Freund. “They are privacy executive all-stars from the advertising industry with a broad cross-section of experience. As important, these members have demonstrated a commitment by word and deed to the NAI mission — to develop and enforce through the [NAI Code of Conduct](#) high standards for the collection and use of information for digital advertising. ”

About the NAI

Founded in 2000, the not-for-profit Network Advertising Initiative (NAI) is the leading non-profit self-regulatory association comprised exclusively of third-party digital advertising companies and dedicated to responsible data collection and its use. Almost every Internet ad served in the United States involves the technology of one or more of the NAI’s approximately 100 member companies, who provide the infrastructure for the Interest-Based Advertising that enables a thriving and diverse market of ad-supported free content and services. The NAI’s role is to help promote consumer privacy and trust in this market by creating and enforcing high standards for responsible data collection and use practices online and in mobile environments among its members. Additional information can be found at www.networkadvertising.org.

###