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Network Advertising Initiative Promotes Jurgen Van Staden and Anthony Matyjaszewski to NAI Vice Presidents

WASHINGTON, DC – August 1, 2016: The [Network Advertising Initiative](#) (NAI), a leading nonprofit self-regulatory association comprised of digital advertising technology companies, today announced the promotion of two staff members to senior positions. Anthony Matyjaszewski, currently Counsel and Director of Compliance, has been promoted to Vice President for Compliance & Member Development, and Jurgen Van Staden, currently Counsel and Director of Policy, has been promoted to Vice President for Policy & Technology.

“As NAI members know, Anthony and Jurgen play key roles in the organization on a range of issues, from compliance matters to the development of new policies,” said NAI President and CEO Leigh Freund. “These promotions are well-deserved and reflect Anthony’s and Jurgen’s important contributions to the NAI. Due in large part to their efforts, NAI’s compliance program continues to be the gold standard for the ad tech industry, and our policies continue to evolve to keep pace with new industry technologies and the challenges of a global marketplace.”

Anthony Matyjaszewski joined NAI in 2011 and has been vital to the development and execution of NAI’s annual compliance reviews of member companies and to the management of new membership by helping companies come into compliance with the NAI Codes. Through his experience with the compliance process, he also played a key role in the drafting of the 2015 updates to the NAI Codes. Anthony’s new responsibilities will include leading NAI’s compliance and enforcement program, as well as overseeing new membership development efforts and the application and onboarding process for new member companies.

Jurgen Van Staden has been with NAI for three years, and has helped members comply with the NAI Codes of Conduct and addressed policy developments that impact the third-party digital advertising ecosystem. In addition, Jurgen was instrumental in the development of guidance on NAI member companies’ use of non-cookie technologies and the adaption of NAI’s opt-out tool to permit notice and disclosures for the use of such technology. In his new role, Jurgen will assist in advancing the organization’s public policy agenda and will head NAI’s development of new and innovative technological solutions to privacy challenges raised by new technology. In addition, Jurgen will help to guide NAI’s international efforts.

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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.