

## NETSEER WELCOMES MRACEK AS CEO



NetSeer has brought on John Mracek as president and CEO, replacing Matthew Hall, who will return to his duties as senior vice president of engineering. Mracek joins from Shopping.com, a subsidiary of eBay, where he was vice president and general manager of the Distributed Commerce Advertising Network. He was previously vice president of Advertiser Product Marketing at Yahoo!, "Entrepreneur in Residence" at Adobe Systems, and CEO at Covia Technologies. He holds a bachelor of science in Computer Science from MIT. Founded in 2006, NetSeer creates next generation search and ad targeting software. It is headquartered in Santa Clara, California.

<https://blog.granted.com/>