AGGREGATE KNOWLEDGE NAMES V.P OF ENGINEERING

Aggregate Knowledge, the sole pure-play data management and ad optimization platform (DMP) company, announced Steve Linde as its new vice president of engineering.

Linde was most notably the director of engineering at NexTag, where he led technical teams through several years of dramatic growth in site traffic, technical complexity, and team size, as that team scaled to meet the needs of millions of consumers. He will be responsible for managing all engineering and core development teams at Aggregate Knowledge.

"Steve has lived the pain of working with the existing tools available in the market. At companies like CNET and NexTag, he recognized the shortfalls and built his own solutions that powered some of the smartest online pioneers in the industry," said David Jakubowski, CEO of Aggregate Knowledge. "Adding his expertise to our team cannot be understated. It's not enough to have good technology; Steve's practical experience with large-scale systems in this space with these tools is invaluable and he is already accelerating the delivery of our product roadmap."

Aggregate Knowledge provides its customers with industry-defining granularity and transparency that provide actionable insights into exactly what (creative), where (inventory/placement), and who (audience) is driving performance.