

## PAUL PALMIERI NAMED TO BOARD OF DIRECTORS



Millennial Media, known as being an independent leader for mobile advertising, has recently made an announcement that Paul Palmieri was named to the IAB Board of Directors. Paul Palmieri is the CEO of Millennial Media and will now work as the executive voice for all of the different opportunities and obstacles that come along with the mobile app economy within the IAB. As of right now, the IAB Board consists of 40 different senior executive from different media companies around the world. Such companies include Amazon, Disney Interactive, Facebook, MTV, and many other large media companies that are very well known. Because Palmieri was the Founder of Millennial Media, it shows how mobile advertising actually has a voice within the industry. This is something many people can appreciate. Palmieri has said, "Mobile has taken a prominent place in the digital media business, and it is essential that we align our focus with other digital media companies to drive the growth of this evolving space." He also says, "Millennial Media is known as a leader throughout the mobile advertising ecosystem, and as a member of the IAB Board, I look forward to helping mobile grow as a key focus area within the organization." The IAB works to help educate different marketers and advertisers along with media companies about how to advertise in an interactive manner. Interactive advertising is necessary for receiving the right amount of attention and actually engaging users. The IAB works with over 500 different leading media companies and of those 500+ companies, they are responsible for more than 85 percent of the digital advertising that takes place in the United States. Randall Rothenberg, the President and CEO of IAB, has said, "Paul's expertise and insights will prove invaluable to the IAB Board of Directors as we take digital advertising and marketing to the next level." He also says, "With smartphones and tablets having become an integral part of the landscape, his experience and deep knowledge of the mobile marketplace is a great benefit to our mission and members." Both Rothenberg and Palmieri are satisfied with working together and look forward to the future and the opportunities that they will face within the coming months and the year of 2012 as well as years to come. Millennial Media has been one of the leading mobile advertising and data platforms in the United States. It is one of the largest companies that work in the field of media. It has been working to help the growth of mobile advertisement and the marketplace in which it stands. The company has been working to engage mobile users for quite a while now and have been doing a great job at reaching mobile users and engaging them.

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