Institute Industry Innovation
I³ Seminars

mediaocean

David Bigler
VP, Platform Business Operations

Vedant Sampath
CTO, Platforms

Manu Warikoo
SVP, Product, Platforms

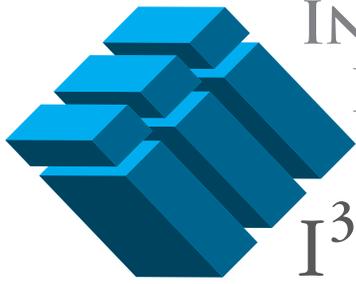with **Antoine Desir**, Columbia University IEOR PhD Student

The advertising industry is undergoing tremendous change as the increasing availability and use of data drives processes towards more automation and efficiency. Mediaocean, being the leading platform for media buying across the industry, is at the vanguard of many of these changes. We use data-driven quantitative

Wednesday, September 24, 2014   6:00pm to 9:00pm

research to surface interesting new insights to both buyers and sellers of media, leading to better price discovery in the marketplace. The technologies used in these initiatives include real-time data processing, data mining and machine learning, statistical analysis and visualization, and user-friendly, mobile interface development. We will discuss our ongoing research initiatives, as well as the internship program that we have in these areas — in particular, how we're studying the usage patterns of the advertising buyer and seller to further our understanding of the industry and modernize how they interact.

Davis Auditorium, Room 412, Shapiro SEPSR
500 West 120th Street, New York, NY 10027

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TECH TALK & RECRUITING

DAVID BIGLER

VP, Platform Business Operations
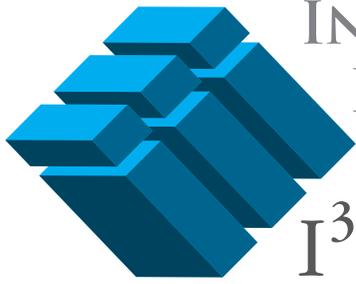
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David is responsible for delivering Mediaocean's global digital platforms and next-generation systems. He works closely with teams across the organization to align Mediaocean's technology development with customer needs, market demands, and Mediaocean's own strategic path. Prior to this role, David was VP of Technical Operations at MediaBank, where he led coordination between the development, product management, and quality assurance groups. He has held multiple management roles across a variety of companies including Echo Global Logistics and InnerWorkings. David holds an MBA, magna cum laude, from the University of Illinois in Chicago, a BBA cum laude from Loyola University in Chicago, and is a CPA.

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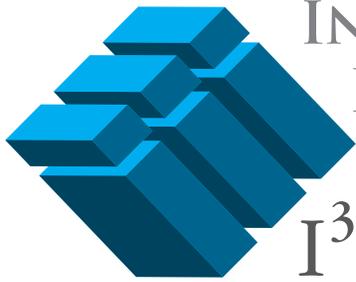## mediaocean

Tech Talk & Recruiting

Vedant Sampath
CTO, Platforms

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Vedant is leading the building of Prisma, Mediaocean's next-generation global platform for the marketing industry. Prior to joining Mediaocean, Vedant was CTO at Operative, where he spearheaded engineering of the company's open business management platform for media sellers. Prior to Operative, Vedant served as VP of Software Development at Oracle for the company's Financial Consolidation and Reporting product line, a leading financial software offering used by enterprise businesses globally. He came to Oracle through Hyperion Solutions—acquired by Oracle in 2007—where, as VP of Product Management, he led integration for the company's $142M acquisition of Brio Technology. Vedant holds an MS in Engineering from University of California, Berkeley.

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TECH TALK & RECRUITING

MANU WARIKOO
SVP, Product, Platforms

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Manu drives the product direction for Prisma, Mediaocean's next-generation global platform for the marketing industry. He comes to Mediaocean from his position of Chief Product Officer at Operative, the sell-side media systems provider powering over 30% of US digital advertising. Prior to Operative, Manu co-founded and helped lead FirstRain, which provides marketing intelligence platforms to customers including GE Capital, Flextronics, and JVC, and has raised over $45M in funding to date. Before launching FirstRain, Manu was Director of Product Management at enterprise software provider MicroStrategy (NASDAQ: MSTR). He began his career as a Senior IT Analyst in the Business Intelligence Products Group at Merck. He holds a BS from MIT.

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