

MediaMath's New Marketing Institute Announces Launch of Advisory Board

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NEW YORK, Aug. 30, 2016 /PRNewswire/ -- [New Marketing Institute](#) (NMI), the educational arm of [MediaMath](#), today announced its newly formed Advisory Board to serve as global ambassadors who will continue to educate, engage and empower the next generation of digital marketers. The board of advisors will serve as a resource through which to explore new ideas and solutions with a common goal of supporting four core focus areas: thought leadership as a trusted advisor of NMI; content creation; strategic partnerships; and growth and expansion.



In partnership with the board, NMI expects to continue its growth globally, scaling and diversifying their educational offerings through new and existing partnerships. This growth will enable NMI to provide training solutions that meet the global needs of MediaMath and their diverse clients and partners.

"It continues to be an exciting time for MediaMath and NMI as a whole," said Elise James-DeCruise, General Manager, New Marketing Institute. "I'm very passionate about this next phase of growth as NMI acts as a hub for education and thought leadership for today's modern marketer in one of the fastest growing industries on the planet."

As the demand for industry education continues to grow and the digital talent gap widens, there is an increased need for ambassadors who will help NMI scale its offerings globally. NMI has identified 13 ongoing supporters of their mission and commitment to education who, through continued strategic advice and support, can help further their reach and get to the next phase of growth.

"Over the past four years, Grovo and NMI have worked together to bring the industry cutting-edge microlearning on the most important topics in digital marketing today," said Jeff Fernandez, CEO and Cofounder of Grovo, a workplace learning innovator. "NMI is bridging the adtech skills gap for thousands of marketing professionals, and I couldn't be more excited to help them scale their mission as a member of their advisory board."

"I look forward to thoughtful discussion and working with people from varying backgrounds to come up with new ideas," said Sean McCullough, Regional Director of Sales of AOL. "Marketing has become more important and complex than ever before – and the complexity required means that our industry needs to do a better job in education, outreach, identifying future talent – and building a coalition for advocacy and public support."

Advisory board members include:

- **Andre Samartini** – *Adjunct Professor*, Fundação Getulio Vargas
- **Aniq Rahman** – *President*, MOAT
- **Beth Wallace** – *CEO*, Big Lens
- **C. Sean McCullough** – *Regional Director of Sales*, AOL
- **Dan Melluzzo** – *Director, Digital Services*, Marriott International
- **Ed See** – *Principal, Digital Marketing and Customer Analytics*, Deloitte Digital

- **Elisa Leary** – *Vice President, Human Resources - Merchant, Strategy, Analytics & Innovation Talent*, Macy's
- **Jeff Fernandez** – *CEO/Co-Founder*, Grovo
- **Susan Ordonez** – *Director of Client Services*, Forensiq
- **Kelcey Gosserand** – *Evangelist*, Galvanize Inc.
- **Lee Ahern** – *Associate Professor of Advertising*, Penn State College of Communications
- **Nico Neumann** – *Lecturer in Programmatic Commerce and Business Analytics*, University of South Australia
- **Tim Elkington** – *Chief Strategy Officer*, IAB UK

About MediaMath

MediaMath (www.mediamath.com) is a global technology company that's leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its TerminalOne Marketing Operating System™. A pioneer in the industry introducing the first Demand-Side Platform (DSP) with the company's founding in 2007, MediaMath is the only company of its kind to empower marketers with an extensible, open platform to unleash the power of goal-based marketing at scale, transparently across the enterprise.

About New Marketing Institute (NMI)

As the educational arm of MediaMath, NMI (<http://nmi.mediamath.com>) provides customized training solutions to educate, engage, and empower clients, partners, and internal employees so they can use our technology, the TerminalOne Marketing Operating System, to run their marketing campaigns.

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