

# VELL

## Representative Vell Placement



**CHRIS KARL**  
**BOARD MEMBER**

Affinio, the leading marketing strategy platform offering visualization for cross-channel behavioral, insights data and cultural intelligence for brands, appointed Chris Karl as Board Member.

Chris brings over twenty years of commercial and leadership experience in digital media sales, strategy, ad technology, data, and marketing to Affinio. Throughout his career, he has driven change and innovation into the marketplace in a wide variety of areas that have been sources for significant growth and maturation of the digital advertising ecosystem. He has been a vocal advocate for enabling publisher technology independence and transparency of markets, creating optimal pathways for data driven marketers. In 2014, Chris introduced the ad tech marketplace to Display Header Bidding via a supply side technology company as company's Chief Strategy Officer and joined MediaMath as SVP of Enterprise Sales in 2012, a global DSP enabling self-directed marketers and agencies to leverage buy-side technology for driving superior performance and ROI.

Chris also held business development roles at Yahoo!, MTV Networks, and Alloy Media, where he developed marketing solutions and custom products across all media types while working with marketers like Procter and Gamble, Kraft, Pepsi, IBM, Ford, GM, and Verizon.

Chris is a graduate of The University of New Hampshire and majored in Business Administration and Marketing.

### **About Affinio**

Affinio is a marketing strategy platform that leverages the interest graph to understand today's consumers. Behind Affinio is an advanced, incredibly powerful, and award-winning technology that mines the billions of relational network connections that exist within any given social audience. Using our deep learning and custom network engine, Affinio is able to analyze these connections to develop a cultural fingerprint for each user. Analyzing what people choose to follow extracts knowledge and cultural insights from your entire audience. This sheds light for the first time on who each audience segment is, what they are influenced by, what they talk about, share, and ultimately care most about. For more information, visit: <http://www.affinio.com>, or follow us on Twitter ([@Affinio](https://twitter.com/Affinio)).