

**Fun facts about TACODA**

- Founded in April 2001
- Originally called Tacoda Systems
- Raised \$35M in four rounds of financing
- \$4M seed
- \$10M Series A (4/04)
- \$14M Series B (2/06)
- \$7M Series C (2/07)
- In 2005, changed from selling publisher technologies (enterprise software) to operating a behaviorally targeted ad network
- Acquired on 10/11/07 by AOL for \$275M in cash



**Dave Morgan**

Dave is the CEO of New York City-based Simulmedia, Inc., a marketing technology company serving the television industry, which he founded in late 2008. A serial entrepreneur, Morgan previously founded and ran both TACODA, Inc., an online advertising company that pioneered behavioral online marketing and was acquired by AOL in 2007 for \$275 million, and Real Media, Inc., one of the world's first ad serving and online ad network companies and a predecessor to 24/7 Real Media (TFSM), which was later sold to WPP for \$649 million. After the sale of TACODA, Dave served as Executive Vice President, Global Advertising Strategy, at AOL, a Time Warner Company (TWX). A lawyer by training, Morgan served as General Counsel and Director of New Media Ventures at the Pennsylvania Newspaper Association in the early 1990's and was an associate with the Philadelphia law firm Duane Morris.

Morgan received a B.A. in Political Science from The Pennsylvania State University and a J.D. from the Dickinson School of Law. He serves on the board of directors and executive committee of the Interactive Advertising Bureau (IAB) and on the boards of directors of newspaper publisher AH Belo, Inc. (AHC) and the American Press Institute (API). He and his wife writer Lorea Canales live in Manhattan with their two girls.

**Curtis G. Viebranz**

Curt was CEO of TACODA, and following its acquisition by AOL served as President of Platform A. Under Mr. Viebranz's direction, TACODA increased sales by over 1000%, more than quintupled the size of its staff and became the unquestioned industry leader in behavioral targeting. Viebranz spent 17 years at Time Warner and its predecessor company, Time Inc. He held numerous senior management positions with operating responsibility for major businesses both in the U.S. and abroad, including President of HBO International, President of Time Inc. Multimedia, President of Time Inc. Europe and President of HBO Video.

Curt has a BA from Middlebury and an MBA from Harvard. He currently serves as Board Chair of Peer39 and as a Board member of Hooked Media and Genius Rocket.



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