

# theTradeDesk<sup>®</sup> Fact Sheet

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Founded in 2009, The Trade Desk (Nasdaq: TTD) is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize more expressive data-driven digital advertising campaigns across ad formats, including display, video, audio, native and social, on a multitude of devices, such as computers, mobile devices, and connected TV. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and Enterprise™ APIs enable custom development on top of the platform.

## LEADERSHIP TEAM



**Jeff Green**  
Chief Executive  
Officer, Founder



**Dave Pickles**  
Chief Technology  
Officer, Founder



**Rob Perdue**  
Chief Operating  
Officer



**Paul Ross**  
Chief Financial Officer



**Brian Stempeck**  
Chief Client Officer



**Vivian Yang**  
Chief Legal Officer

## EMPLOYEES

550+ worldwide

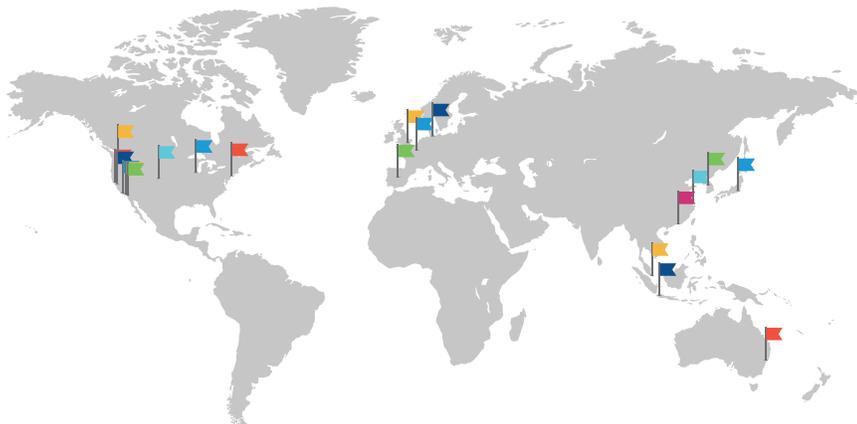
## OFFICES

Ventura, CA  
(Headquarters)  
Aliso Viejo, CA  
Los Angeles, CA  
San Francisco, CA

San Jose, CA  
Boulder, CO  
Chicago, IL  
New York, NY  
Madrid

London  
Paris  
Hamburg  
Singapore  
Jakarta

Hong Kong  
Shanghai  
Seoul  
Tokyo  
Sydney



## BOARD OF DIRECTORS

**Jeff Green**, CEO and Founder

**Roger Ehrenberg**, Founder & Managing  
Partner, IA Ventures

**Thomas Falk**, CEO, Evaluate Group

**Kate Falberg**, Board Member  
and Investor

**Eric Paley**, Managing Partner,  
Founder Collective

**Rob Perdue**, COO

**Juan Villalonga**, Partner,  
Hermes Growth Partners

**David Wells**, CFO, Netflix

MEDIA INQUIRIES | [thetradedesk@blastpr.com](mailto:thetradedesk@blastpr.com)

Blast PR for The Trade Desk

 theTradeDesk<sup>®</sup>

## PRODUCT PORTFOLIO

The core product lines in The Trade Desk platform are:



### Demand Side Platform (DSP)

The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns



### Data Management Platform (DMP)

Onboard and manage advertiser data, purchase third-party data, and customize audience models for activation



### Publisher Management Platform (PMP)

Flexible and centralized solution for managing first party direct deals and leveraging a robust third party deal library



### Enterprise™ APIs

Whether you're jumping into real-time bidding for the first time, or looking to become more competitive in the market, Enterprise™, The Trade Desk's APIs, have everything you need to build a completely customized and scaled omnichannel bidding platform.

## CLIENTS

Our clients run the gamut from ad networks offering new services in RTB, data owners looking to leverage their information, agency trading desks, to the most sophisticated buyers in RTB. How did we, and do we, continue to gather our clients? By offering a full breadth of resources and support, shipping new product features each week, and, among other core innovations, building bidding tools that target a consumer one minute after they visit a website. We're proud to be setting the stage for the future of online advertising.

“Up until about a year ago we had 50+ partners in the demand space. We have brought that list down to around a dozen true preferred partners and The Trade Desk is definitely on that list.”

-Steve Katelman, EVP Global Strategic Partnerships,  
Omnicom Media Group

## COMPANY CULTURE

The Trade Desk emphasizes an innovative, energetic and collaborative environment for its global team. Its employees embody this through displaying grit, tenacity, collaboration and forward thinking.

“The Trade Desk has a tremendous ace up its sleeve with its suite of APIs that allow agencies and service providers to build and control their own algorithms and analytics. Its Enterprise™ solution is a clear leader in the market and The Trade Desk is among the strongest candidates to win the advertising automation race.”

-Jay Friedman, COO, Goodway Group

## AWARDS

- **#7** on *Entrepreneur's* Top Company Cultures - Best Among Large Companies in 2015
- **#9** on America's Most Promising Companies 2015 by *Forbes*
- **#13** Best Places to Work in America by *Outside Magazine* in 2016
- **#20** on *Glassdoor's* Best Places to Work in 2017
- **#31** for Diversity, **#66** for Millennials, **#72** for Women from Great Places to Work in 2015
- **#34** on the *Inc.* 5000 list in 2015
- **#49** on *Crain's* Best Places to Work in NYC in 2014 and 2016
- **#55** on Deloitte Technology Fast 500 in 2016

## PHILANTHROPY

Strategic corporate giving partners to 

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