



PubMatic Expands Commercial Leadership Team to Accelerate Buy-Side and Publisher Growth

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New executive and senior leadership appointments deepen PubMatic’s brand, agency, and publisher partnerships across CTV, mobile app, and omnichannel media

NO-HEADQUARTERS / REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jan. 27, 2026-- PubMatic (Nasdaq: PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced a major expansion of its commercial leadership team, signaling the company’s next phase of growth as demand accelerates for AI-driven buying across premium connected TV (CTV), mobile app, and omnichannel media.

Anchored by the strategic appointments of Joseph Dressler as Senior Vice President, Advertiser Solutions (Brands) and Bill McLaughlin as Senior Vice President, Advertiser Solutions (Agencies), the expanded leadership team will strengthen PubMatic’s North American commercial organization, led by Kyle Dozeman, Chief Revenue Officer, Americas.

“This is an inflection moment for PubMatic’s commercial organization,” said Kyle Dozeman, Chief Revenue Officer, Americas, PubMatic. “Advertisers, agencies, and premium publishers are moving faster than ever toward AI-powered performance and omnichannel execution. We are building the leadership team required to meet that demand, with deep expertise across brands, agencies, CTV, mobile app, and premium digital media.”

Accelerating buy-side growth with market momentum and new leadership

PubMatic’s commercial expansion will bring new leadership to the accelerating growth and deployment of PubMatic’s [AgenticOS](#), an AI-powered advertising operating system designed to orchestrate agent-led buying, optimization, and execution across the digital supply chain, and its [Agentic Accelerator Program](#), bringing autonomous buying workflows into live production environments across premium CTV, mobile app, and omnichannel

This new leadership will also fuel the company’s ongoing buy-side growth, driven by increasing advertiser demand for direct access to premium video environments in which PubMatic partners with over 90% of the world’s top streaming platforms, as well as direct supply path optimization (SPO) relationships that now account for more than 50% of total platform activity.

Dressler joins PubMatic with 15 years of programmatic experience at companies such as LiveIntent, Quotient, and most recently, Adform. At each company, he was responsible for enterprise growth, building strategic relationships and scaling new technologies. He will lead PubMatic’s brand-direct strategy, helping advertisers unlock performance at scale across CTV, mobile app, and omnichannel channels.

“Brands want outcomes, not complexity,” said Joseph Dressler, SVP, Advertiser Solutions (Brands), PubMatic. “PubMatic is building the future of media execution. One that’s faster, more transparent and ultimately drives more working media which leads to better outcomes.”

McLaughlin joins PubMatic from TripleLift, where he led CTV sales and worked closely with agencies to advance premium video and programmatic innovation. An agency veteran with almost three decades of experience, he has held senior roles at NBCUniversal, Hulu, and Disney, giving him a unique perspective across both the buy- and sell-side. In his role at PubMatic, McLaughlin will lead global agency partnerships, collaborating with holding companies and independent agencies to modernize buying models and embrace AI-native workflows.

“Agencies are under pressure to move faster and prove performance at every stage of the funnel,” said Bill McLaughlin, SVP, Advertiser Solutions (Agencies), PubMatic. “PubMatic’s focus on premium supply, omnichannel scale, and agentic execution is exactly where buying is headed.”

Expanding brand and agency teams to meet accelerating demand

The growing buy-side team’s new hires include Gretchen Bobroff, Lindsay Borchik, Dan Forberg, Thomas Galati, and Michael Muñoz, with experience from Amazon, Condé Nast, Zeta Global, TripleLift, and DeepIntent, specializing in premium video, data-driven media, commerce, and performance marketing.

Their goal is to help buyers quickly move from strategy to results using PubMatic’s Activate platform and AgenticOS, offering premium omnichannel supply and agentic buying to achieve measurable performance across the full funnel.

Scaling publisher partnerships across omnichannel, CTV, and mobile app

On the supply side, PubMatic has strengthened its publisher and customer success organization with leaders from companies like Tubi and Proctor & Gamble. New leaders include Robert Applegate, Kenia Intriago, Chris Garcia and Brian Larson, who are focused on scaling PubMatic's direct partnerships with premium publishers and app developers, supporting monetization and growth across CTV, mobile app, and omnichannel formats.

As agentic advertising moves from concept to reality, PubMatic is inviting brands, agencies, publishers, and technology partners to join the Agentic Accelerator Program to move quickly and help define the next era of AI-powered media buying. To learn more, visit www.pubmatic.com/agents.

About PubMatic

PubMatic (NASDAQ: PUBM) is the leading AI-powered ad tech company delivering digital advertising performance. Through an intelligent, unified platform that connects buyers, publishers, data partners, and commerce media networks, PubMatic delivers superior performance with greater transparency, control, and efficiency.

Since 2006, PubMatic has pioneered every major advance in programmatic advertising, from enabling the first OpenRTB transactions to embedding AI-driven optimization and privacy-focused innovation across its platform. With omnichannel scale, proven reliability, and a track record of continuous innovation, PubMatic is building a more intelligent, profitable, and sustainable open internet. Built to Connect. Powered to Perform

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