



PubMatic Names Kyle Dozeman Chief Revenue Officer Americas

October 7, 2020

Redwood City, CA, October 7, 2020 – Digital advertising company PubMatic today announced Kyle Dozeman as Chief Revenue Officer, Americas. In this new role, Dozeman will be responsible for advancing growth among advertisers and publishers as PubMatic continues to ramp up monetization of digital video, over-the-top/connected television, and mobile app audiences.

Dozeman joined PubMatic in 2013, holding roles in both corporate strategy and platform sales, where he helped drive and support key initiatives, including developing the company's demand strategy. In 2016, he was appointed Vice President of Advertiser Solutions for the Americas, where he has been responsible for PubMatic's buy-side sales, operations, and strategies.

"In an environment where advertisers and agencies are taking more control over their supply paths, it is central to PubMatic's mission to focus on buyers' needs as a way to maximize publisher revenues," said Rajeev Goel, Co-Founder and CEO of PubMatic. "Kyle's strong background with ad buyers will help PubMatic to execute nimbly and improve the connection between advertisers looking to maximize their return on investment with publishers seeking to grow their digital ad revenue."

The new role of Chief Revenue Officer, Americas, brings together PubMatic's customer success and advertiser solutions teams under a single organization in the United States, PubMatic's largest market. As buyers have started consolidating spend on fewer, larger SSP partners via supply path optimization, the new structure will enhance alignment between the buy-side and sell-side of the business.

"It is a great opportunity to continue focusing on the needs of buyers as a way to maximize the revenue we are able to drive to publishers," said Mr. Dozeman. "I look forward to this challenge as we seek to drive our momentum going into 2021."

Prior to PubMatic, Dozeman held various manager-level positions at Symantec. He began his career at KPMG Ireland. Dozeman holds a bachelor's degree from California Polytechnic State University-San Luis Obispo.