

IAB Digital Ad Operations Conference

AGENDA

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| 12:15pm | Registration & Lunch |
| 1pm | Welcome
Alice Manners, CEO, IAB Australia |
| 1:10pm | Global Emerging Trends & Tech
Jonas Jaanimagi, Head of Media Operations & Strategy, REA Group |
| 1:30pm | Mobile & Omni tracking
Tim Armstrong, Director of Advertising Operations, Big Mobile |
| 2pm | BREAK |
| 2:20pm | Agile advertising — Messaging with Nanotargets
Ben Williams, Senior Product Manager, Ad Research & Development, SAS
Worldwide Headquarters |
| 2:50pm | HTML 5 session — presentation on the IAB HTML 5 Specifications
Chair: Jon Moffat, Ad Operations & Systems Director, Fairfax Media. Panel:
David Benjafield, Head Of Ad Technology & Platform Operations Yahoo7
Scott Ries, Director, Technical Services & Mobile Specialist, Sizmek
Justin Van Emmerik, Ad-tech Manager, News Corp |
| 3:20pm | Viewability & Ad Fraud
Rhys Williams, Head of Media Technology Solutions, AU/NZ, Google |
| 3:50pm | BREAK |
| 4:05pm | AdTech Australia Finance Update
Timothy Whitfield, Director of Technical Operations, GroupM |
| 4:15pm | Careers Panel
Chair: Tim Whitfield, Director of Technical Operations, GroupM
Panel: Ankita Agarwal, Director of Ad Operations, Anomaly
Mohnish Dodani, Ad Ops Team Leader, REA Group
Natasha Payne, Digital Operations Director IP&I, Mediacom
Tim Armstrong, Director of Advertising Operations, Big Mobile |
| 4:50pm | Closing Remarks
Jonas Jaanimagi, Head of Media Operations & Strategy, REA Group |
| 5:05pm | End & Drinks |

SPEAKERS

Jonas Jaanimagi: Head of Media Operations and Strategy, REA Group



Jonas joined REA Group from the UK as Head of Media in 2012. His digital career began in 1999 when he joined a start-up financial publisher with only three people, which eight years later had grown to over 100 staff.

In 2007 Jonas founded and launched WebAds UK, a specialist business and finance digital ad-sales house representing publishers exclusively as a niche high-net-worth proposition.

After successfully growing and driving this smaller business to profitability, Jonas was head-hunted to run the Ad Operations and Publisher Solutions teams at Hi-Media, Europe's largest independent ad network with access to more than 150m unique users.

Prior to joining REA, Jonas worked at Videology in the UK as the Director of Product Management.

Alice Manners, CEO, IAB Australia



Alice is a senior digital and media specialist with more than 20 years' experience working across the Asia Pacific region. She has held a number of roles with WPP Asia Pacific including most recently, GroupM Asia Pacific COO of Interaction since 2005. Appointed CEO of IAB Australia in August 2013, Alice is responsible for the overall management of the IAB and achievement of the organisation's objectives, to represent and promote the interests of members, and to grow the interactive advertising industry. With the online industry undergoing a huge transformation and with more change ahead, Alice's key focus will be to steer IAB Australia's transition through this growth as an agent of change for both the IAB and the industry as a whole.

Tim Armstrong, Director of Advertising Operations, Big Mobile



Tim has over 9 years' experience in the digital advertising space where he has developed his expertise working within the advertising operations division of Mi9 (formerly ninemsn). As the Director of Advertising Operations, Tim is responsible for the operational functionality and systems integration of the advertising platforms, including vendor and publisher on-boarding, ad configuration and structure setup of new and existing products. Day-to-day, Tim tackles high level issue triage and solution development for advertising related business issues, and the workflow and process development of ad ops to support business operations.

Rhys Williams, Head of Media Technology Solutions, Google Australia & NZ



Rhys Williams is Google's Head of Media Technology Solutions for Australia/NZ, where he works with large advertisers and their agencies to harness the power of the DoubleClick Digital Marketing suite. Acquired by Google in 2007, DoubleClick is the ad technology foundation to create, transact, and manage digital advertising for the world's buyers, creators and sellers. Rhys thrives at the intersection of media and technology, and is passionate about the transformative role that digital technology plays in marketing and media.

Timothy Whitfield, Director of Technical Operations, GroupM



Timothy Whitfield has been working with Ad Operations since 1999. He personally built the first version of a leading Third Party Ad-Server at a time when serving 30 KB GIF creative was considered to be 'leading edge' technology.

He then moved to Stockholm and where he continued to work on a Conversation Attribution and viewability methodology and help sell Ad Operations software in Europe. He returned to Sydney to start as the Director of Operations at Xaxis whereby he came out with the phrase

"Ad Ops is Dead. Long live Ad Ops" and pushed for Ad Ops to move into Programmatic Campaign Optimisation.

Tim holds an engineering degree in optoelectronics from Macquarie University. He is a former developer with 15+ combined years of experience in the media and technology arenas. Tim is a valued speaker on programmatic events and can often be seen hosting a Programmatic 101 lecture at various events.

Ben Williams, Advertising Research & Development, SAS



Ben is currently focused on creating 'consumer first' advertising and data products at SAS, pulling from his 10+ years of guiding strategy in the digital marketing space.

He started making 1's and 0's dance at the Massachusetts Institute of Technology where he designed user interfaces for content and e-commerce exploration. He's led consulting teams specialized in design and implementation of ad delivery and data gathering tools for AOL, advised on ad product creation for Lonely Planet and is still proud of the 4% click rate

he got on a well-targeted creative he designed that ran on the Netscape portal.

HTML5 PANEL:

Scott Ries, Director, Technical Services & Mobile Specialist at Sizmek



Scott Ries brings more than 16 years' experience in the digital advertising and technology space to his role as Technical Services Director. Scott joined Sizmek after the acquisition of Eyeblaster in 2010, where he was Head of the Creative Account Management team. Ries now leads a team responsible for managing highly technical creative campaigns for some of the world's largest advertisers.

As a mobile specialist, Scott has a wealth of experience with rich media technologies and dynamic creative optimisation and thus regularly speaks at industry events to share his technical expertise. Over the last few years, he has become an influential force within the Australian digital market and continues to be an advocate for bridging the gap between technology and creativity.

David Benjafield, Head Of Ad Technology & Platform Operations, Yahoo!7



David began working in digital media as a Flash developer during the heyday of interactive CD ROM's. While he's been eagerly waiting for their return to popularity, he's worked as a set and costume designer, managed a call center and most recently trafficked more ad tags than he can count. Now leading the Advertising Technology and Platform Operations team at Yahoo7, David is focused on developing the technological and human capacity to realize change for advertisers, marketers and technology providers at scale.

Jon Moffat, Ad Operations & Systems Director, Fairfax Media



Jon Moffat is a 15 year veteran of Digital Media with extensive experience working with digital media technology solutions for both Publisher's and Agencies. Jon's Digital Media journey began as part of the start-up team for DoubleClick, where he established the Technical Services Division across the Asia Pacific Region. Jon's Digital Media experience covers a range of digital media technology solutions such as digital display advertising platforms and campaign management tools, campaign optimisation engines, search and email marketing systems, rich media, video and more recently ad verification, viewability and programmatic trading systems.

In more recent times Jon has focused on the sell side environments working with Reed Elsevier (Reed Business Information locally) establishing digital advertising operations across a number of publications. Jon joined Fairfax Media in 2010 and was responsible for transform Digital Advertising capabilities within the business, covering core ad serving technologies, programmatic and operational disciplines. More recently Jon has taken on responsibility for the Print Pricing & Inventory and CRM systems at Fairfax. Jon has been a participant in the local industry body IAB Australia where he actively works with the Standards and Guidelines Council to promote industry knowledge and best practices. Jon was also awarded the IAB Outstanding Contribution Award in 2015 for all his work at IAB councils.

CAREERS PANEL:

Natasha Payne, Digital Operations Director IP&I, Mediacom



Natasha, originally from the UK has over 5 years of experience in Ad Operations. She first started her Advertising career at Future Publishing in London as a junior trafficker. From there she moved onto Live Nation and Ticketmaster where she managed the trafficking globally and across 12 active markets. In December 2013 she decided to take some time off to work in Chamonix, where she did a Ski Season as a Chalet Manager. This time also prompted her to make the big move to Australia. Upon arriving in Sydney, Natasha moved across to agency side at Mediacom which is where she started her career in management. She now looks after a team of 4 who are responsible for managing the trafficking for all clients across Sydney, Melbourne and Brisbane.

Mohnish Dodani, Advertising Operations Team Leader, REA



Mohnish has been in Ad Operations for 7 years and says he will never leave this industry due to the fast-paced nature and fun-loving people. He started working at News Digital Media in Perth back in 2008 as a Campaign Coordinator looking after the Digital team. After 2 years of gaining Digital experience there, Mohnish then moved on to Realestate.com.au as a Campaign Manager which he says changed his life completely. After 5 years at Realestate.com.au, he is still learning every single day and also challenged in all the projects and duties that come through. Now as an Advertising Operations Team Leader he manages a great team of Campaign Managers who are all eager to learn more about this industry we are in. He is very proud to see his team grow and develop each day.

Ankita Agarwal, Director of Ad Operations, Anomaly



Ankita has had a range of experience working at a boutique digital agency, a 3rd party ad serving platform as well as one of the largest agency names in the industry. As the Director of Operations at Anomaly (IPG Mediabrands), Ankita looks after all Digital Operations and plays a key role in implementing advanced campaigns. She is extremely passionate about digital and pace of the industry. Her strength lies in developing technology innovations that help marketers solve their business problems.