



**Jeff Green, CEO and Co-Founder
The Trade Desk, Inc.**

Jeff Green is founder and CEO of The Trade Desk, Inc., a demand-side platform that powers the desks of the world's most advanced buyers in online advertising. Since its inception in 2009, the company has grown on pace with the now-\$5B RTB industry, having been included as an alpha partner in Facebook's launch of the Facebook Exchange, and having been recently being named one of the AlwaysOn Global 250 Top Private Companies and an OnMedia Top 100 company in the United States. Green was a finalist for the Ernst & Young 2014 Entrepreneur of the Year award for Greater Los Angeles and was named to the Pacific Coast Business Times' "40 Under 40" in 2013.

Prior to The Trade Desk, Green founded AdECN, which he built in 2004 as the world's first online advertising exchange. AdECN was acquired by the Microsoft Corporation within three years of launch.

Outside of the digital space, Green is active in education, having formed the non-profit board for Carden Heights Academy of Camarillo, Calif., and having served as executive producer of a film about the creation of schools in the Republic of Malawi, Africa. Green resides in Newbury Park, Calif. with his wife and three children.