The Trade Desk is changing the way global brands and their agencies advertise to audiences around the world. Our mission is to transform media for the benefit of humankind by helping brands deliver a more insightful and relevant ad experience to consumers — and setting a new standard for global reach, accuracy, and transparency.

Our cloud-based, data-driven platform helps our customers reach their customers with targeted display, video, Connected TV, audio, native, and social ads across every device. And our Enterprise APIs lets advertisers customize our software to meet their needs.

**Leadership Team**

- **Jeff Green**, Chairman, CEO & Founder
- **Dave Pickles**, Chief Technology Officer & Founder
- **Brian Stempeck**, Chief Strategy Officer & Director
- **Blake Grayson**, Chief Financial Officer
- **Vina Leite**, Chief People Officer
- **Susan Vobejda**, Chief Marketing Officer
- **Vivian Yang**, Chief Legal Officer
- **Sandeep Swadia**, EVP, Chief Data and Trust Officer

**Board of directors**

- **Jeff Green**, Chairman, CEO, & Founder
- **Brian Stempeck**, Chief Strategy Officer & Director
- **Lise Buyer**, Founder & Managing Partner, Class V Group
- **Kate Falberg**, Board Member and Investor
- **Thomas Falk**, CEO, Evalue Group
- **Eric Paley**, Managing Partner, Founder Collective
- **Gokul Rajaram**, Caviar Lead, DoorDash
- **David Wells**, Board Member and Advisor

**Financials**

- **Revenue** $661MM in FY19, up 39% over FY18
- **Net Income** $108.3MM in FY19, up 23% over FY18

**Offices**

- Ventura (HQ)
- Bellevue
- Boulder
- Chicago
- Denver
- Hamburg
- Hong Kong
- Irvine
- Jakarta
- London
- Los Angeles
- Madrid
- New York City
- Paris
- San Francisco
- San Jose
- Seattle
- Seoul
- Shanghai
- Singapore
- Sydney
- Tokyo
- Toronto

**Employees**

- 1,300+ worldwide

**Contact Us**

thetradedesk.com
info@thetradedesk.com
Demand Side Platform
The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns

Koa™
Powerful artificial intelligence that enhances decisioning so you can extend audience reach and spend more efficiently

Planner
Comprehensive tool for developing data-driven media plans using audience insights and accelerating campaign performance from the start

Data Management Platform
A unified solution for onboarding and managing advertiser data, purchasing third-party data, and customizing audience models for activation

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

Enterprise APIs
Everything you need to build a customized omnichannel bidding platform, whether you’re new to real-time bidding or looking to be more competitive in the market

Company Culture
We’re uncompromising when it comes to prioritizing our people and our culture above all else. The values we share as a company — including grit, generosity, and openness — are not only at the heart of who we are, but also define how we do business. That’s why we’re proud to be recognized year after year as one of the best places to work by numerous organizations and media outlets.

Awards and Industry Accolades
• Fortune 100 Best Medium Workplaces, three years in a row
• Best Demand Side Technology - AdExchanger Awards
• Best DSP - ClickZ MarTech Awards 2019
• Best New Product or Service: Buy Side, ExchangeWire
• Grand Prix Award, ExchangeWire
• Leader, Gartner September 2019 Ad Tech Magic Quadrant
• #1 in Media Plan Creation, Gartner Ad Tech Critical Capabilities
• #1 in Campaign Piloting, Gartner Ad Tech Critical Capabilities
• #1 in Campaign Result Analysis, Gartner Ad Tech Critical Capabilities
• #3 in Campaign Setup, Gartner Ad Tech Critical Capabilities

Philanthropy
Strategic corporate giving partners to water.org

The Trade Desk helps advertisers around the world plan, launch, and optimize digital advertising campaigns with industry-leading results. Clients include advertising agencies and trading desks, brands and marketers, and businesses offering new services in real-time-bidding.

We provide a wide scope of resources and support to empower our clients, including a comprehensive eLearning curriculum covering introductory to advanced topics in programmatic advertising. And our commitment to client success is at the heart of everything we do — with more than 95% client retention for 24 straight quarters.

Clients

Product Portfolio

Media Inquiries pr@thetradedesk.com