

theTradeDesk[®] Fact Sheet

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

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.

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

Employees

1,300+ worldwide

Contact Us

thetradedesk.com
info@thetradedesk.com



Clients

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.


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®

Product Portfolio



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