

# The Trade Desk Fact Sheet

## Leadership Team



**Jeff Green**  
Chairman, CEO  
& Founder



**Dave Pickles**  
Chief Technology  
Officer & Founder



**Brian Stempeck**  
Chief Strategy  
Officer & Director



**Jonathan Carson**  
Chief Revenue  
Officer



**Vina Leite**  
Chief People  
Officer



**Paul Ross**  
Chief Financial  
Officer



**Susan Vobejda**  
Chief Marketing  
Officer



**Vivian Yang**  
Chief Legal  
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 for 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, Square

**David Wells**, Board Member and Advisor

## Financials

**Revenue** \$477MM in FY18, up 55% over FY17

**Net Income** \$88.1MM in FY18, up 74% over FY17

## Offices

Ventura, CA  
(Headquarters)  
Irvine  
Los Angeles  
San Francisco  
San Jose  
Boulder  
Denver  
Seattle  
Bellevue  
Chicago  
New York City

Toronto  
Madrid  
London  
Paris  
Hamburg  
Singapore  
Jakarta  
Hong Kong  
Shanghai  
Seoul  
Tokyo  
Sydney

## Employees

1,200+ worldwide

## Contact Us

thetradedesk.com  
sales@thetradedesk.com



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## 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 (RTB).

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 23 straight quarters.

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## 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.


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## Awards

- #2 on FORTUNE 100 Best Medium Workplaces in 2018
- #2 on Glassdoor's Best Software Companies to Work for in 2018
- #2 on FORTUNE Best Place to Work in Technology, in the small/medium company category
- Best Demand Side Technology — AdExchanger Awards
- Best DSP — ClickZ MarTech Awards 2019
- Best Marketing Automation Platform — Digiday Marketing and Advertising Awards Europe 2018
- Best Marketing Technology Solution 2018 (UK) — The Wires

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## Philanthropy

Strategic corporate giving partners to  water.org®

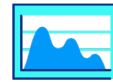
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## Product Portfolio



### Demand Side Platform

The command and control center for creating, activating, optimizing, and analyzing



### 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



### Data Management Platform

Onboard and manage advertiser data, purchase third-party data, and customize 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 build a completely customized and scaled omnichannel bidding platform — whether you're jumping in to real-time bidding for the first time or looking to be more competitive in the market.