



## Rubicon Project Expands Global Leadership Team; Names Former Microsoft and Criteo Executives as Chief Revenue Officer and Head of Global Revenue Operations

04/07/16

LOS ANGELES--(BUSINESS WIRE)--Apr. 7, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest open advertising marketplaces in the world generating over \$1 billion in managed revenue and reaching more than 1 billion consumers worldwide, today announced the addition to its senior leadership team of Harry Patz, Jr. as Chief Revenue Officer and Rob Deichert, Jr. as Head of Global Revenue Operations. The new executives will lead Rubicon Project's newly-formed global revenue organization, charged with scaling and supporting the company's continued rapid growth around the world.

The new revenue leadership roles and team structure followed a company-wide organizational review coming off a record year in 2015 in which the company surpassed more than \$1 billion in managed revenue, reported positive net income, doubled GAAP revenue and increased non-GAAP earnings per share by 400%.

"Managing for innovation and growth have been hallmarks of our success during the past decade and today's announcements ensure that Rubicon Project will remain well positioned to continue to shape and define the future of advertising well into the next decade," said Gregory R. Raifman, President of Rubicon Project.

As the company's global Chief Revenue Officer, Mr. Patz will be responsible for developing and executing a global cross-company integrated revenue program that supports the overall business plans and strategic objectives of the company. Patz will lead the newly reorganized global revenue team including sales execution and strategy, sales team organizational design, sales enablement and training, as well as client and account services, for both the existing Buyer and Seller Sales and Account teams globally.

Harry has spent nearly his entire career dedicated to sales, marketing, revenue operations and business development at a variety of leading internet and technology companies and external advisory firms. Importantly, he has also spent a considerable amount of time in the mobile space with his last two positions being heavily rooted and concentrated in mobile. Harry joins Rubicon Project with over 20+ years of experience at Microsoft where he rose to the prestigious position of "Partner", leading a team in excess of 300 sales professionals to more than double Microsoft's Communication Sector to \$1 billion in total revenue. Following Microsoft, Harry was the CRO of Velti, a mobile marketing company, where he oversaw expansion and scale of the firm's North American strategy and operations for mobile advertising and platforms, mobile marketing, loyalty and gamification solutions to brands and agencies.

As Head of Global Revenue Operations, Mr. Deichert will be responsible for managing revenue and sales ad operations across the global organization as well as optimizing company-wide processes. Rob comes to Rubicon Project with more than 15 years of relevant operational experience in the digital advertising space, most recently serving as Managing Director of North American Operations at Criteo Corporation. While at Criteo Mr. Deichert served as the key architect in expanding the company's presence in the United States, driving triple-digit growth rates in the business. Prior to Criteo, Deichert led and optimized various high profile digital advertising and B2B SAAS companies, most recently serving as Global GM and SVP of Business Operations for Tribal Fusion, where he managed all US commercial operations as well as operations in 22 additional countries, returning the organization to market beating growth. Before that he held senior operating roles at Advertising.com, AOL (Platform-A), Weather Channel and LivePerson.

Raifman continued, "When companies consistently grow and innovate as rapidly as Rubicon Project has during the past several years, it is critical to position the organization to scale quickly and efficiently. Establishing a dedicated global revenue team with experienced global revenue leaders marks a significant step in our continued growth and evolution as one of the largest advertising marketplaces in the world as we transform our teams into a truly unified global sales organization positioned to support both our buyer and seller customers to be able to buy and sell any form of advertising on any platform in any market they operate in today. I am thrilled to be welcoming two accomplished and well-respected leaders like Harry and Rob to the team as we continue to build upon the tremendous success our existing Sales teams have delivered in market."

"I am honored to join Rubicon Project and could not be more pleased to be a part of this talented team as the company continues to break new ground and blaze a trail for the industry," said Harry Patz, Jr., Chief Revenue Officer, Rubicon Project. "Rubicon Project is at an extremely exciting time in the company's history and I look forward to leveraging the already strong and established revenue generating teams as we work as one cohesive unit to continue to drive growth and profitability."

Rob Deichert, Head of Global Revenue Operations, Rubicon Project, commented, "I am incredibly proud and excited to join Rubicon Project and to work to scale its market leading team and platform more efficiently over the long term. I look forward to building upon Rubicon Project's unique position in the marketplace as we continue to grow, evolve and lead the industry. Our success will lead to better ad experiences for consumers, advertisers and publishers."

### About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.



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