

Quantcast Names Google Veteran Adrian D'Souza Vice President of Operations

SAN FRANCISCO, Sept. 3, 2014 /PRNewswire/ Quantcast, a technology company specializing in real-time advertising and audience measurement, announced today that Adrian D'Souza has joined the company as vice president, Operations. In his role at Quantcast, D'Souza will be responsible for overseeing, developing and leading all operational efforts, along with the continued global expansion of Quantcast.

"One of the challenges faced by rapidly growing companies, particularly those entering new global markets, is the ability to maintain the quality, innovation and responsiveness that customers expect from truly great partners. In Adrian, we have a proven leader to help Quantcast navigate that challenge and capture the incredible opportunity in front of us," said Konrad Feldman, CEO and co-founder of Quantcast. "Adrian is one of the most experienced and accomplished executives in the digital advertising industry, and I am thrilled that we will be able to benefit from his skills and leadership as we embark on our next phase of growth."

D'Souza joins Quantcast from Google, where he held several roles, most recently as director of Global Brand Solutions. In a previous role at Google, D'Souza was director of Media Services and was responsible for international operations at YouTube and the Google Display Network in the Americas. Prior to that, D'Souza was vice president of Advertising Operations at CNET Networks (now CBS Interactive), where he was responsible for evaluating, defining and implementing new advertising opportunities and technologies across CNET Network properties. He also received a lifetime achievement award for his role as co-chair of the Internet Advertising Bureau's Ad Operations Council from 2006 to 2012, a group focused on streamlining the supply chain for digital media and making it easier for traditional advertisers to conduct business in the digital world.

"Quantcast's team has built a unique proposition in the fastest growing part of the digital advertising market. Using their own massive data set enables them to truly harness the power of Big Data and provide more relevant and effective results for clients. I'm excited to join such an accomplished and creative team and look forward to helping ensure that Quantcast continues to deliver incredible customer results throughout the company's growth," said D'Souza.

About Quantcast

Quantcast is a technology company specialized in real-time advertising and audience measurement. As the pioneer of direct audience measurement in 2006, Quantcast has the most in-depth understanding of digital audiences across the Web, allowing marketers and publishers to make the smartest choices as they buy and sell the most effective targeted advertising on the market. More than 1,000 brands rely on Quantcast for real-time advertising. As the leader in Big Data for the digital advertising industry, Quantcast directly measures more than 100 million Web destinations, incorporates over 1 trillion new data records every month and continuously processes as much as 30 petabytes of data every day. Quantcast is headquartered in San Francisco and is backed by Founders Fund, Polaris Venture Partners and Cisco Systems. For more information, visit www.quantcast.com.