

Adconion Media Group Taps Scott Sullivan as Global Chief Technology Officer

Highly Accomplished IT Executive Has More than 25 Years Experience Supporting Media and Tech Firms Including Everbridge Communications, Tribune Company, Edmunds.com and Yahoo!/Overture Services

SANTA MONICA, Calif., May 21, 2012 /[PRNewswire](#)/ -- Scott Sullivan, a highly accomplished, senior information technology professional with more than 25 years of experience, has been appointed global chief technology officer (CTO) of Adconion Media Group.

In the new position for the rapidly growing Adconion Media Group, Mr. Sullivan will focus on developing the company's technology and product strategies – with a focus on delivering innovative ad formats that span display, video and social, while continuing to expand the platform across multiple screens and devices.

Most recently, Mr. Sullivan served as CTO of Everbridge Communications where he was a member of the company's senior executive team responsible for all R&D, information technology, product development and customer success disciplines. He helped move the company to an open source, hybrid cloud-enabled, multi-tenant architecture to support its emergency notification business services.

Previously, he was senior vice president and CTO of Tribune Company's Innovations/Interactive Technologies corporate group where he led the restructuring of the company's technology, systems and culture throughout the U.S. in order to economically support and deliver products for 12 newspapers, 25 television stations, seven radio stations and assorted affiliates.

Mr. Sullivan also served as senior vice president and CTO Interactive Technologies for the Los Angeles Times; chief information officer for Edmunds.com; senior vice president of technology operations and engineering for Yahoo!/Overture Services; vice president of technology operations for HomeStore.com; and director of global information services for QAD Incorporated.

"Adconion set out to find the rare IT executive capable of setting our technology vision and strategy, advancing our global technology platform in the areas of data segmentation and real-time bidding, and delivering audience insights and intelligence across multiple channels and devices. Our rapid growth and expansion requires someone with special vision, experience and leadership capabilities," said Tyler Moebius, president and CEO, Adconion Media Group. "We have succeeded on all counts in finding and appointing Scott as our global CTO."

Mr. Sullivan earned his bachelor of science degree from California State University, Long Beach. He serves on several boards and advisory committees including board member, technology committee for Huntington Hospital; board member and technology advisor to Sigza Authentication Services; and board member and technology advisor to Graphight. He is a volunteer with Habitat for Humanities, Carpentaria Leadership Academy and La Canada Educational Foundation.

ABOUT ADCONION MEDIA GROUP

Adconion Media Group (www.adconion.com) operates one of the largest multi-channel digital distribution platforms, with a potential reach of 687 million unique users monthly across display, rich media, video, social, mobile and email. The combined reach equals more than half the global online population according to comScore. Dedicated to strong local partnerships with agencies and marketers, Adconion provides customized performance and brand products, which are designed in-house and delivered across multiple screens and ad formats from a single global platform. Adconion has 24 offices serving 20 countries around the world. It is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its unique Ad Networks & Exchanges Quality Assurance program in the U.S., and is a founding member of IASH Europe.

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