

# **Ben Humphry**

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**Location:** UK / Hertfordshire

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Experienced board-level leader and strategist for SaaS platforms, with a strong background in industry partnerships and alliances, strategic planning and engagement, industry standards, and providing market analysis and insights.

Exceptional relationship builder with extensive experience in managing connections with industry organizations.

## Expertise

- Industrial policy and standards development
- Leadership / management of organisations
- SaaS / cloud platform partnerships and business development
- Strategic industry engagement and influence
- Regulatory frameworks and technical policy navigation
- Market analysis, insights and monitoring

## Professional Experience

**Huawei Technologies - Consultant, Industry Development and Standards**

**October 2020 – Present**

- Guiding strategic engagement with industry, regulators, and standards bodies, including elected three times to Governance board of IAB's TCF (first Chinese company on the board)
- Facilitated win-win partnership with Azerion and Huawei Cloud, bringing over 20,000 Azerion games to Huawei ecosystem and connecting Azerion's EU Ads Network with Huawei Ads for mutual market access
- Supporting industry and standards development plans and strategies, working through challenging limitations, including successfully pushing Huawei's requirements within IAB TL standards body through negotiation and partnerships (including fifteen new features for OpenRTB Standard), despite Huawei being unable to join the organisation
- Ensured Huawei is the first Chinese company to achieve TCF compliance for our Consent Management platform
- Ensured Huawei is the first Chinese company to achieve audited TAG Anti-Fraud certification
- Providing expert insights shaping the future of on-device advertising solutions
- Led oversight of academic proposal within EMPOWER data governance initiative, in partnership with Science Foundation Ireland, GOV.ie, Ireland Data Protection Commission, Enterprise Ireland and IDA Ireland

**IAB Europe - Industry Taskforce Leadership**

**September 2019 – September 2020**

- Led an industry-wide taskforce project to prepare standards and strategies for fundamental changes in core advertising technology
- Cross-organisation alliance, co-operating with IAB Tech Lab and W3C working groups

**1809.io - CEO and Founder**

**August 2019 – September 2020**

- Designed and directed the development of a standards-led SaaS privacy enhancing platform
- Negotiated sale of IP to industry partner

**iotec Global - Managing Director / Chief Strategy Officer (Board Position)**

**August 2015 – August 2019**

- Board level, building and leading organisation, including sales, marketing, partnerships, and industry engagement at a SaaS marketing technology company
- Partnered and guided successful UCL University research project to develop ML algorithms for data-driven advertising, resulting in industry leading efficiency
- Led engagement with industry bodies and standards organisations, including IAB UK, IAB Tech Lab, TechUK, JICWEBS, W3C and TAG

**Coull - Global SVP, Demand**

**April 2014 – May 2015**

- Reporting to Board of Directors, leading commercial functions in London and New York
- Strategic planning led to pivot to SaaS model, significantly increasing turnover (x10) and reducing costs.

**nugg.ad - Managing Director, UK**

**February 2011 – April 2014**

- Strategic leadership role, planning launch of successful German SaaS platform in UK
- Board level leadership roles in industry organisations, including IAB UK (programmatic advertising lead), and IAB Europe (Board Director)

**Hi-media Payments - CEO, UK**

**November 2009 – February 2011**

- Launched an online payments business in the UK, including participation in industry development activities

**Adtoma - Managing Director, UK**

**May 2008 – November 2009**

- Planned a launch strategy for a nascent SaaS marketing platform

**Thrive Digital - Co-founder / Lead Consultant**

**January 2007 – May 2008**

- Advised and provided strategic planning for digital media businesses, including BSkyB and AOL Europe

**Microsoft - Sales Operations Director, MSN Intl.**

**May 2001 – January 2007**

- Built and led organisation providing support for Microsoft's online media sales
- Management of global strategic project to centralise and harmonise processes, through outsourced partnerships and standards adoption
- Founding member of IAB UK and IAB Europe industry associations and AdMonsters industry alliance, representing Microsoft

**Dell Computer Corp - Business Operations Manager, EMEA**

**May 1998 – May 2001**

- Managed operational support for Dell's e-commerce website content and promotions
- Managed project to migrate web content

## Education

**BA, Business Administration**, Kingston University (1996-97)

**HND, Business and Finance**, Hammersmith and West London College (1994-96)

## Industry Advisory Positions

**Board of Governors**, IAB Europe Transparency and Consent Framework (2021 - Present)

**Board of Directors**, IAB Europe (2013 - 2014)

## Other Advisory Positions

**Board Advisor**, KPI6, SaaS Social Marketing Platform (2021 - Present)

**Board Advisor**, Nexalyse Ltd, SaaS Analytics Platform (2023 - Present)