



Pamela A. Pickens is the Founder and the Chief Intelligence Officer of UrbanAdserve. UrbanAdserve is the leading digital media network specializing in connecting advertisers with upscale urban and multicultural professionals and trendsetters online. She crafted the company's vision and its objective to empower urban publishers to use technology to unlock the value in the online marketplace. Leading clients include *Alvin Ailey, BET, HBO/Cinemax, Ford Motor Company, Lionsgate Films, NYC & Co., Procter & Gamble, Screen Gems, State Farm, Uptown Magazine, VH1* and the *Apollo Theater*. The distribution capabilities of UrbanAdserve provides advertisers with direct access to over five million consumers of color and includes over 300 influential publishers with over 100 million impressions per month.

As President and Founder of Black Diamonds Lifestyle Group, she developed strong relationships with the most established and recognized personalities and tastemakers around the country, promoted events sponsored by major brands and provided agencies and marketers with access to the urban elite. Clients included Brooks Brothers, HBO, Time Warner, The New York Times, Moet Hennessey, American Express and more. UrbanAdserve combines her strength as a seasoned urban lifestyle and entertainment marketer who is "*in the know*" with her understanding of internet-based technology and how to leverage that to create new advertising revenue streams. Black Diamonds was recognized in *NV Magazine, The New York Times, New York Magazine, Time Out New York* and *The New York Observer* as well as a feature on *FOX5*.

Pam also spent 10 years working as a Human Resources professional at Viacom where she received the Chairman's Award for excellence. Areas of responsibility included recruitment and executive search as well as employee relations and events and programs at the corporate headquarters for MTV Networks, Nickelodeon, VH1, Showtime, and Comedy Central.

Pam holds a Bachelor of Arts from Duke University and a certificate in marketing from New York University. She is also active in philanthropic activities including serving on the Ailey Ambassadors of Alvin Ailey, The Board of Advisors for The Harbor for Girls and Boys in Harlem and New Leaders for New Schools and also is a founder of the Soulboarders, a 500 member club for snowboarding enthusiasts and also participates in the National Brotherhood of Skiers.