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Professor Surath

Information Interview Write Up

I picked Adap.TV as the company of my focus. I desired to interview leader in the company since I am a new employee and need to learn more about the company in order to further my career.

For my project I interviewed Dan Ackerman, Senior Vice President of Linear T.V. for Adap.TV. I approached Dan Ackerman at Adap.TV’s monthly company meeting and inquired if he would be willing to tell me about his career, current position at Adap.TV, and Programmatic Advertising. To my surprise, Dan agreed right there on the spot and instructed me to meet him in 20 minutes for a 15 minute interview.

I rushed back to my desk to prepare and later went to into the men’s restroom to ensure I was presentable. I walked over to the Linear T.V. section in building 2 of Adap.TV’s office and thanked Dan Ackerman. We then walked into one of the conference rooms.

Dan Ackerman started his career with Philadelphia Eagles, later went to CBS Corporation, and resigned from that job to take the SVP position at Adap.TV. The Linear T.V. project at Adap.TV aims to bring Programmatic Advertising to traditional T.V. sector. There has been much pushback from the industry, but somehow Dan Ackerman has made found a niche with a top Advertiser: Dr. Pepper.

Dr. Pepper’s ‘The Manliest Low-Calorie Soda in the History of Mankind’ is the first programmatic ad ever to run on traditional television. Dan said there would be more programmatic ads as traditional TV sellers continue to see their business dwindle in the face of internet TV, like Netflix and YouTube.

Dan Ackerman’s style is extremely straight-forward and direct. His words are terse, yet he explains complex and technical concepts in laymen’s terms that are understandable.