



Viant Appoints Karen Castillo-Paff as Vice President of Communications

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Former Journalist, PR Agency Strategist and Communications Leader for Global Brands

IRVINE, Calif.--(BUSINESS WIRE)--Apr. 15, 2021-- Viant Technology Inc. (NASDAQ: DSP), a leading people-based advertising software company, today announced the appointment of Karen Castillo-Paff to the newly created role of Vice President of Communications. Castillo-Paff will oversee Viant's corporate communications strategy and execution, media relations, executive visibility, industry analyst relations, as well as support financial communications.

"We're excited to welcome Karen, a stellar communication professional with an expert blend of real-world journalism experience and a proven ability to lead integrated communication campaigns for a broad spectrum of Fortune 500 companies," said Jon Schulz, Chief Marketing Officer, Viant. "From reporting about high-profile newsmakers to representing power players in business, she is uniquely positioned to distinguish Viant's corporate communications."

Castillo-Paff is a bilingual communications leader with more than 15 years of transformational oversight in media relations, financial communications, corporate social responsibility, public affairs, and crisis management. She accrued top-tier journalism experience working at *The CBS Evening News*, *60 Minutes*, and numerous large-market TV stations, where her work has earned Associated Press awards, Society of Professional Journalists awards, and an Emmy Award.

"I'm honored to join Viant, a newly public company with many compelling stories about how it's reshaping the digital advertising software space," said Karen Castillo-Paff, Vice President, Communications, Viant.

About Viant

Viant® is a leading people-based advertising software company that enables marketers and their agencies to centralize the planning, buying and measurement of their advertising investments across most channels. Viant's self-service Demand Side Platform (DSP), Adelphic®, is an enterprise software platform enabling marketers to execute programmatic advertising campaigns across Connected TV, Linear TV, mobile, desktop, audio and digital out-of-home channels. Viant's Identity Resolution capabilities have linked 115 million U.S. households to more than 1 billion connected devices and is combined with access to more than 280,000 audience attributes from more than 70 people-based data partners. Viant is an Advertising Age 2021 Best Places to Work award winner and the Adelphic DSP is featured on AdExchanger's 2021 Programmatic Power Players list. To learn more, visit viantinc.com and adelphic.com or follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).

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