



Viant Announces Appointment of VP of Investor Relations

October 8, 2024

Nicholas Zangler to Lead Viant's Investor Strategy

IRVINE, Calif.--(BUSINESS WIRE)--Oct. 8, 2024-- Viant Technology Inc. (NASDAQ: DSP) today announced the appointment of Nicholas Zangler as Vice President of Investor Relations. Nicholas will lead the company's investor relations strategy, fostering strong connections and broadening awareness of Viant within the investor community. As the primary liaison with investors and equity research analysts, Nicholas will ensure clear and consistent communication of Viant's vision, strategy and financial performance.

"Viant continues to gain share as one of very few buy-side only, demand-side platforms, and building a strong investor relations function is crucial to that growth strategy," said Larry Madden, Chief Financial Officer at Viant. "Nicholas's experience as an equity research analyst, coupled with his deep understanding of connected TV (CTV) and advertising technology (AdTech), will play a pivotal role in effectively communicating Viant's value proposition to the investment community."

Zangler brings over 15 years of relevant experience in sell-side equity research and investor relations across AdTech, media, specialty retail and healthcare industries. Most recently, Zangler was an equity research analyst at Stephens Inc. responsible for Technology, Media and Telecom (TMT) coverage, which notably included several companies across the AdTech bid stream and the CTV landscape. Prior to his time at Stephens Inc., Zangler held a leadership role at Walgreens Boots Alliance as part of the company's Investor Relations team. He is a CFA charterholder with a Bachelor of Science in Finance from Northern Illinois University.

"I'm excited to be joining Viant during this pivotal time of innovation," said Nicholas Zangler, Vice President of Investor Relations. "I'm eager to strengthen our relationships with investors and demonstrate how Viant's groundbreaking technologies, such as ViantAI, are paving the way for continued growth and market leadership."

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Viant Technology Inc. (NASDAQ: DSP) is a leader in AI-powered programmatic advertising, dedicated to driving innovation in digital marketing. Our omnichannel platform built for CTV allows marketers to plan, execute and measure their campaigns with unmatched precision and efficiency. With the launch of ViantAI, Viant is building the future of fully autonomous advertising solutions, empowering advertisers to achieve their boldest goals. Viant was recently awarded Best Demand-Side Platform by MarTech Breakthrough, Great Place to Work® certification and received the Business Intelligence Group's Innovation award for AI Advancements.

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