



Viant Appoints Brett Wilson to Board of Directors

May 13, 2025

IRVINE, Calif.--(BUSINESS WIRE)--May 13, 2025-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced the appointment of Brett Wilson to its board of directors, effective May 12, 2025.

"We're excited to welcome Brett to Viant's Board as an independent director," said Tim Vanderhook, CEO and Co-Founder of Viant. "Brett's experience founding and scaling adtech companies, along with his work investing in the next generation of AI and automation, aligns perfectly with Viant's vision for the future. Brett's deep adtech and AI expertise will be invaluable as we continue driving innovation and accelerating our next phase of growth."

Mr. Wilson is a seasoned entrepreneur, executive and investor with nearly 30 years of experience in technology, advertising, and digital media. He co-founded TubeMogul where he played a pivotal role in advancing the programmatic video advertising industry. He served as TubeMogul's President and CEO and led the company from its inception in 2007 through its IPO in 2014 (NASDAQ: TUBE) and subsequent acquisition by Adobe in 2016. Earlier in his career, Brett worked as a technology consultant at Accenture, leading large-scale financial system implementations. He is currently General Partner at Swift Ventures, a venture firm he co-founded nearly five years ago to invest in early-stage AI and robotics startups. Mr. Wilson also serves on the boards of Tubi, Arize AI, and WeTravel.

"I haven't been this excited about advertising technology in a decade, and it's a testament to this team and a shared vision around what's possible," said Brett Wilson. "Brand marketers deserve a strong challenger in this space, and Viant stands out with real AI-led planning, momentum and unique strengths in CTV and identity. The future of advertising is self-driving — with creative, media, measurement and optimization all powered by AI — and the technology is finally catching up with that vision. I'm all in."

ABOUT VIANT

Viant Technology Inc. (NASDAQ: DSP) is a leader in AI-powered programmatic advertising, dedicated to driving innovation in digital marketing. Viant's 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 AI Excellence Award. Learn more at viantinc.com.

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