



Viant Announces Appointment of New Head of Corporate Development

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Eric Sterns to Lead Viant's M&A Program

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 13, 2025-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced the appointment of industry veteran Eric Sterns as Head of Corporate Development to lead the company's M&A program and help drive forward strategic initiatives. Sterns joins Viant from RBC Capital Markets, where he spent the last 11 years helping form and lead the Digital Media Investment Banking Coverage team, and will now report to Larry Madden, Chief Financial Officer.

"As Viant continues to strengthen its market leadership position, Eric's exceptional track record with marquee transactions and strategic insight makes him the perfect addition to drive our next phase of growth," said Larry Madden, CFO, Viant. "Eric's ability to assess complex deals and drive successful outcomes makes him the ideal leader for our M&A program as we continue to expand our capabilities and market presence."

Sterns brings 13 years of M&A and corporate advisory experience across digital media to Viant. Over the last decade at RBC Capital Markets, Sterns orchestrated and worked on dozens of M&A advisory and IPO transactions within adtech, including Novacap's acquisition of Cadent, Nexxen's acquisition of Amobee, and the merger of Telaria and Rubicon which formed Magnite, establishing himself as a trusted strategist for high-value deals.

"Having analyzed the adtech landscape for the past decade, there is ample opportunity and strategic consolidation on the horizon," said Eric Sterns, Head of Corporate Development, Viant. "After working closely with Viant over the years, I could not be more excited to join one of my long-time clients to help drive forward a strategic M&A roadmap."

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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