



Jason Fairchild

Co-Founder & Chief Revenue Officer
OpenX

Jason Fairchild is a co-founder of OpenX, a global leader in web and mobile advertising technology focused on unleashing the full economic potential of digital media companies. At OpenX, Jason focuses on leveraging his extensive market knowledge and understanding of publisher needs to drive innovation for the Company and the industry.

Since co-founding OpenX in the United States in April 2008, Jason has been instrumental in driving the Company's rapid growth. In particular, he has led OpenX through a series of major transactions, including numerous strategic alliances and global partnerships. He was also a key driver behind the launch of OpenX Ad Exchange, the industry's first Real-Time Bidding marketplace.

Prior to OpenX, Jason was a senior vice president at Claria, a behavioral marketing pioneer. Before Claria, he was a vice president at GoTo.com/Overture/Yahoo! for six years, where he built and led the business development/affiliate team responsible for developing, executing and managing all of that company's paid search partnerships and global strategic relationships. Jason was instrumental in helping Overture become the largest distributed search network on the Internet, generating more than \$1.5 billion in annual revenue. Early in his career, Jason was director of Business Development at EarthLink Network, overseeing all third party distribution deals for EarthLink's access software.