



Jason White

VP, Programmatic Revenue
CBS Interactive

Jason White is the Vice President of Programmatic Revenue for CBS Interactive. Jason has had extensive experience in online digital media and marketing, specifically centered on development and implementation of best of breed digital strategies for both digital publishers and advertisers. He has proven successful in analyzing consumer behavior trends and implementing both brand, direct response and digital monetization programs with a strong background in strategy, management, sales & marketing and product development. Triple-digit revenue growth through customer acquisition and monetization initiatives can be attributed to White's work with various Fortune 100 companies and start-ups.

Before CBSi, White was an svp & gm at OpenX, Prior to OpenX, White was svp & gm at the FOX Audience Network helping build the MyAds ad platform, in addition to the third party network & first RTB exchange, which was among the Top 5 media companies per ComScore. White has also held roles at Bank of America and LowerMyBills. Jason serves on the advisory boards of Convertro, TrueCar, and OpenX and graduated from the University of Georgia.