



## Jennifer Yager

*Director, Programmatic Specialist*  
Cadreon

As director of the programmatic specialist team in Los Angeles for Cadreon, Jennifer manages agency-client relationships for programmatic initiatives including development of real-time bidding and programmatic direct media strategies, tactics and campaign insights.

In her previous role at BuzzLogic, an ad network and web content measurement company, Jennifer managed the west coast client services team, encompassing the communications, campaign performance and deliverables for clients including Toyota, NBC, and Adobe.

Prior to that, at Universal McCann in San Francisco Jennifer oversaw campaign strategy, planning and execution for a wide array of Microsoft products, including Internet Explorer, Windows 7 for Small Business and Windows Phone for Developers.

Before moving to the west coast, Jennifer managed digital media planning on the Ford account at Team Detroit. As the digital media agency lead for Ford car models, Jennifer supervised the vehicle launches of the Mustang, Taurus, and Fusion, along with in-market media and branded integrations including American Idol. Prior to working on Ford, Jennifer managed Lincoln and Mercury clients.

Jennifer graduated with honors from Michigan State University and currently lives in Los Angeles.