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Seph Zdarko is currently the *Head of Partner Strategy and Attribution Initiatives* at Quantcast. Seph is responsible for all advertising related partnerships and evangelizing attribution measurement improvements in the industry as a whole. Prior to Quantcast Seph was the Chief Operating Officer at TwelveFold Media, a programmatic contextual buying platform. He has more than 15 years of digital media experience from both the supply and demand sides. He served as Director of Strategic Accounts for North America at Google and DoubleClick, as well as Director of Business Development and Sales for Aggregate Knowledge. Prior to that, he held sales and business development roles at Become.com, Bomo and Intel. He holds a B.S. in Electrical Engineering from the University of Colorado.