

The Triad Retail Media Story

Founded in 2004, Triad Retail Media is the market leader in creating, managing and operating digital retail media programs for highly trafficked retail websites. Triad's unique approach to retail advertising provides upside for retailers, brand advertisers and shoppers. Contextual and relevant advertising provides a much richer online shopping experience, while giving brands the opportunity to engage shoppers while they're making purchase decisions. This custom advertising approach goes far beyond the banner and standard ad networks.

Triad Retail Media's leading retail partners include Walmart, eBay, ASDA, Toys"R"Us, CVS, Sam's Club, Kohl's and many other notable global retailers. The company has thrice been named one of the fastest-growing private companies in the U.S. by *Inc. Magazine* and has been ranked as Tampa Bay's largest advertising agency. For more information, visit its [website](#) or social media channels: [Facebook](#), [Twitter](#), [Instagram](#) or [LinkedIn](#).

Triad Retail Media Mission

To be the best digital media partner for the world's top retailers by continuing to pioneer how leading brands engage, inform and inspire shoppers to purchase.

Triad Retail Media Culture

Working with the world's biggest brands and retailers didn't happen overnight. Triad's rapid growth is directly connected to a culture fostered upon superior performance, genuine relationships and a spirit of innovation. It's a culture that comes to life not only through the company's Core Values, but also through every aspect of the work and the passion of their team members. Triad is committed to fueling that passion for creativity, community involvement and work/life balance. Triad's unique culture has earned them accolades for [Top Workplace](#) and [Coolest Office Space](#), but they are most proud of the loyalty and dedication that culture inspires from their team members. After all, it's those team members that take Triad from great to incredible.

Fast Facts *(as of August 2016)*

Offices Worldwide	Countries Where We're Doing Business	# of Team Members Globally
14	5	700

Avg. # of Advertising Campaigns per Year	Total Annual Shopping Visits Our Sites Attract per Year	Triad's Executive Team Total Years of Experience in Retail
3,700+	13.6B	169

We partner with the world's largest retailers, including:

The logo for Media Markt, featuring the brand name in a red, italicized sans-serif font with a small red flower-like icon to the left.The Walmart logo, consisting of the word "Walmart" in a blue sans-serif font followed by a yellow six-pointed starburst icon.The ASDA logo, with the word "ASDA" in a bold, green, sans-serif font and a yellow starburst icon above the letter 'A'.The Sam's Club logo, featuring a blue diamond shape with a white outline, containing the text "Sam's CLUB" in white.The STAPLES logo, with the word "STAPLES" in a bold, red, sans-serif font.The ebay logo, with the word "ebay" in a lowercase, multi-colored sans-serif font.The halfords logo, featuring the word "halfords" in a white, lowercase sans-serif font on a yellow rectangular background.The StubHub logo, with the word "StubHub" in a white, sans-serif font on a dark blue rectangular background.The CVS pharmacy logo, featuring a red heart icon followed by the text "CVS pharmacy" in a black sans-serif font.The Toys R Us logo, with the words "Toys R Us" in a colorful, playful sans-serif font.The BABIES R US logo, with the words "BABIES R US" in a bold, purple, sans-serif font.The DOLLAR GENERAL logo, with the words "DOLLAR GENERAL" in a white, uppercase sans-serif font on a yellow rectangular background.The KOHLS logo, with the word "KOHLS" in a bold, black, uppercase sans-serif font.The Office DEPOT logo, with the words "Office DEPOT" in a red, uppercase sans-serif font.The sears logo, with the word "sears" in a lowercase, blue, sans-serif font.The redbox logo, with the word "redbox" in a lowercase, red, sans-serif font.

Triad's Executive Leadership



Roger Berdusco, Chief Executive Officer

Roger Berdusco is the CEO of Triad Retail Media and joined the company in 2006. He has been responsible for the setup and continued growth of the company's operations to increase Triad's core internal capabilities, building a team of more than 650 professionals worldwide aligned across 14 offices. This has allowed Triad to deliver a full suite of capabilities in support of its retailer and brand partners, while becoming the largest advertising agency in Florida. In 2014, Roger took over as CEO.

Roger began his career with the Maxwell House division of Kraft. Over the last 20 years, Roger has held major marketing leadership roles at Kraft, PepsiCo and ConAgra Foods. Prior to joining Triad, Roger was the CMO at ConAgra Foods.

Roger earned a bachelor's degree in chemical engineering from the University of Minnesota and an MBA from the Kellogg School of Management at Northwestern University.

Roger resides in Bradenton, Florida with his wife, Amy, and their five children.



David Haase, Global Chief Development Officer

David Haase oversees business and product development. He has been with Triad since 2006, where he built the Sam's Club Online Media program as Senior Vice President of Client Development, before becoming Executive Vice President of the agency's eBay business. He also established and now manages Triad's programmatic business teams.

Prior to joining Triad, David opened the Bentonville office for The MARS Agency, creating shopper marketing programs for clients like ConAgra Foods and Clorox. For nearly 10 years, he worked with Nabisco and Kraft Foods. He led teams in sales, category management and client services while partnering with national retailers such as Walmart, Sam's Club, Safeway, Ahold and Wegmans.

David enjoys spending time with his wife, Emily, and two children on Florida's Gulf Coast. He's an avid tennis player and a graduate of the Rochester Institute of Technology.



Sherry Smith, Global Chief Customer Officer

Sherry Smith joined Triad Retail Media in 2007 and has been instrumental in developing sales teams in key markets, including New York, Chicago, San Francisco and Bentonville. Sherry oversees global client management for Triad.

Sherry brings nearly 20 years of sales experience to Triad, with the majority of her career as a sales team lead. Prior to joining Triad, she was the Vice President of Sales & Marketing at Mass Connections, where she led the development of in-store events for retailers such as Walmart, Target, King Soopers and Food 4 Less. She worked closely with global brands such as General Mills, Nestlé and Diageo to launch national in-store and outdoor event campaigns.

Sherry is a graduate of California State University, Fullerton. She currently lives in Tampa, Florida, with her husband, daughter, son and two dogs.



Tom Baumlin, Global Chief Financial Officer

Tom Baumlin joined Triad Retail Media as Chief Financial Officer in 2015 and is responsible for the company's global finance and accounting operations. Tom's 25 years of financial and executive management experience has spanned many industries, including retail, home furnishings and fashion.

He most recently served as CFO of Fanatics Holdings, a nearly \$1B e-commerce provider of sports-licensed merchandise through its own sites, as well as those of the four major professional sports leagues. Previously, he was an active venture capital investor in healthcare, consumer and alternative energy projects. He also served as an "executive in residence," lending his expertise to a variety of startup organizations. Additionally, he was the interim CEO of the \$500M Levitz furniture chain, a national home furnishings retailer.

Tom earned his bachelor's degree from Stanford University and his MBA from Columbia Business School.



John Kuemmel, Global Chief Information Officer

As the Chief Information Officer, John Kuemmel oversees the global technologies that power Triad's retail media products. He leads all the company efforts to create world-class technology platforms. He joined Triad in 2013, with nearly 30 years of experience in the technology field, including stints at Catalina, AT&T and Tech Data. In 2015, he was named CIO of the Year by the Tampa Bay Technology Forum for his efforts in bringing enhanced collaborative tools and platforms to Triad Retail Media.

Prior to joining Triad, John spent 10 years as Senior Vice President of Information Technology at Catalina Marketing. There, he oversaw all IT and financial systems, infrastructure, security, data warehousing, business intelligence, mobile and computer operations across the U.S., Japan and Europe. He was the leader in the development and operational management of a multi-petabyte customer and brand data warehouse that to this day remains one of the largest transactional-level databases in the world.

As a Tech Data, AT&T and HSBC veteran, John has held senior-level management functions, including the build-out of a 1,000-seat call center, installation of ATM machines across the U.S. and the creation of electronic commerce websites.

John holds a bachelor's degree from State University of Buffalo and a Master's in Information Technology Management from DeVry University. He and his wife, Christy, reside in Tierra Verde, Florida.



Jill Orr, Executive Vice President, International

Jill brings over 20 years' experience in digital publishing to Triad Retail Media. As Executive Vice President of International, she is charged with developing retailer and advertiser relationships outside of North America and leading our continued growth into new territories. Before moving to Triad in 2014, Jill held several senior-level positions at CBS Interactive, latterly SVP of International and Managing Director UK.

Jill has a passion for business development — in 2005, she was launch publisher of CNET and GameSpot in the UK, and later she oversaw CBS Interactive's move into programmatic and RTB across both desktop and video.



Misty Brown, Global Senior Vice President of Marketing Communications

Misty Brown joined Triad Retail Media in 2007. In her role, she amplifies Triad's story through external and internal branding, public relations, communications, cause marketing and events marketing.

Under her leadership, Triad was named a 2014 Top Workplace by the Tampa Bay Times and now ranks as the largest ad agency in Florida.

During her tenure, Misty also led all custom-content strategies, innovative concepts and consumer targeted copy for the largest retail sites in the world, including Walmart, eBay, CVS and Sam's Club. She and her team partnered with some of the best-selling brands in the world as well, including PepsiCo, Procter & Gamble, Nestlé and Kimberly-Clark, to create original content solutions.

Prior to joining Triad, Misty held content management positions at Home Shopping Network (HSN), developing positioning for brands such as Emeril, Wolfgang Puck and Martha Stewart. She also spent several years at print and interactive agencies in Los Angeles, specializing in marketing some of the top automotive and travel brands in the world, such as Mercedes, Porsche, Infiniti, Honda and Disney.

She holds a Master of Arts in Communication Management from University of Southern California and a Bachelor of Arts in Marketing from the University of Phoenix.

She was born and raised in Los Angeles, California, and is mother to a future NBA star (or paleontologist — he's still deciding). She enjoys traveling, shopping for vintage furniture and playing the role of foodie in her spare time.



Wendy Larrison, Global Senior Vice President of People & Culture

Wendy Larrison joined Triad Retail Media in 2015, assuming responsibility for leading and developing a global workforce of more than 650 team members. She leads all talent, organizational planning and growth strategy, including a total rewards platform, leadership development, and career and succession planning.

Prior to joining Triad, Wendy spent more than a decade at Gerdau Long Steel North America based in Tampa, leading the company's North American and global HR strategy for a workforce of more than 30,000 employees.

She received her bachelor's degree from Emory University and went on to earn her MBA from Palm Beach Atlantic University.