

ADELPHIC PROGRAMMATIC UNIVERSITY INTRO TRANSCRIPT

Alex Perrin:

Hello and welcome to Adelphic's Programmatic University. My name is Alex Perrin, and I'm pleased to be your subject matter expert and host. For more than a decade I've worked within the ad tech industry and helped to create groundbreaking new technologies. Along the way, I've helped brands from Fortune 500 companies to smaller independent agencies leverage advertising technology to reach the right audience at the right time. As an executive of programmatic strategy at Adelphic, I have the pleasure of sharing my experiences with you, and we'll also be inviting other subject matter experts to this program to do the same.

Alex Perrin:

The goal of Programmatic University is to teach you what you didn't learn in your marketing courses in college, or if you're a more traditionally trained advertising professional and aren't up to speed on the latest advertising tech innovations. Programmatic is the fastest growing segment in the advertising industry today and yet most colleges offer limited training on the subject partly because of its ever-evolving and dynamic nature. Programmatic advertising professionals are in high demand, but a programmatic education is simply hard to come by. That's where we come in. Whether you're a recent college grad, a seasoned marketing executive or an individual consultant, Adelphic's Programmatic University will help you master key industry trends, technology capabilities and time-saving workflows you need to become your organization's resident programmatic expert.