



The Mobile Breakfast

The New Frontier
Mobile Marketing, Advertising & Content

June 25, 2008
8:00am-10:00am

Panelists

Brian Murphy

Director Advertising Sales (Eastern Region), AdMob

Stan Sandberg

Principal, Gridley & Company LLC

Jeffrey Stier

Director of Business Development, JWT North America

James Taylor

Partner, Loeb & Loeb LLP

SPONSORS



PANELISTS

Brian Murphy
Director of Advertising Sales
Eastern Region
AdMob

Brian Murphy is AdMob's Eastern Regional Director of Advertising Sales where he is responsible for managing AdMob's relationships with key advertisers and agencies on the East Coast. Prior to joining AdMob, he spent five years at Yahoo managing key accounts in New York and Boston. Brian also spent five years at DoubleClick where he launched the company's international advertising sales operation from posts in New York, London and Dublin. Brian began his career in account services at McCann-Erickson. He holds a Bachelor of Arts from St. Lawrence University.

AdMob is the world's largest mobile ad network, representing over 4,500 mobile web publishers and serving over 3 billion ads per month globally (1.9 billion in the US). Using a strategic blend of targeted graphical banners and text ads, AdMob is able to generate awareness and drive traffic for a wide range of brand advertisers and direct marketers.

Stan Sandberg
Principal
Gridley & Company LLC

Mr. Sandberg is a Principal at Gridley & Company LLC. He has ten years of investment banking experience at several major Wall Street firms, focusing on media and information services, as well as experience leading transactions in the corporate world. Prior to joining Gridley, Mr. Sandberg was a Vice President of Strategic Development for Cendant Corporation, a \$19.0 billion public company. At Cendant, Mr. Sandberg and his team managed M&A activities in Cendant's travel division, executing \$2.5 billion of travel and travel technology acquisitions, including Orbitz and ebookers plc. Prior to joining Cendant in August 2004, he served as Vice President of Finance for Communications Corporation of America, a private television company, overseeing a leveraged recapitalization and M&A activities. Prior to his corporate transaction experience, he was an associate in CIBC World Market's Media Investment Banking Group from March 2001 to October 2002, completing numerous transactions in the broadcasting and new media sectors. Prior to CIBC World Markets, Mr. Sandberg spent two years working with Ms. Gridley as an associate in ING Baring's Information and Internet Services Group, focused on M&A and public and private financings. He began his investment banking career at Ladenburg Thalmann, a New York based investment bank focused on emerging growth and middle market companies.

Mr. Sandberg earned his B.A. from the University of Wisconsin and completed his Master's Studies in Asian Studies at the University of Michigan.

Jeff Stier
Director of Business Development,
JWT North America

JWT is the largest advertising agency by revenue in the United States and the fourth largest agency network worldwide. Jeff's focus at JWT is driving new-to-network billings across North America. This includes traditional agency approaches and spearheading new methodologies that include developing intellectual property owned by JWT that can be monetized across multiple media platforms. Jeff is helping JWT pioneer a new era in advertising and in how agencies make money and interact with brands and consumers. Before joining JWT Jeff was a driven entrepreneur and hired gun who merged creativity and new media expertise with 21st century business building and relationship marketing strategies. Having started, funded and sold four technology-based media companies, success has come from tenacity, fearlessness and the vision to combine emerging technologies with fresh ideas to enable marketers to revolutionize relationships with prospects and customers.

James D. Taylor
Partner and Chair, New York Entertainment Department; Chair, Advertising
and Promotions Law Practice Group
Loeb & Loeb LLP

James Taylor's principal practice areas include advertising, marketing, and promotions for traditional and online media companies, as well as Internet law and trademark and copyright law.

Mr. Taylor's clients include advertisers; advertising and promotion agencies; and entertainment, Internet, and media clients. He counsels clients on copy review, sweepstakes and other promotions, telemarketing and other direct-to-consumer marketing initiatives, sponsorships and branded content agreements, vendor and affiliate contracts, talent and music agreements, content licenses and intellectual property and privacy matters.

Mr. Taylor's Internet practice includes negotiating and drafting content licenses, strategic partnership agreements, and Internet service agreements, as well as advising clients on privacy issues and data protection policies. Before and while studying law, Mr. Taylor worked in the commercial production and advertising industries.

ABOUT GOTHAM MEDIA VENTURES

Gotham Media Ventures is a New York based conference, information and social networking firm. In addition to the quarterly Mobile, AdBiz and Digital Breakfasts, the firm has launched the Security Breakfast Series both in New York and Washington, DC, and the Israeli Tech Breakfast Series. Next year, Gotham Media will launch several other series focusing on sectors of the world economy experiencing rapid growth and revolutionary change. Gotham Media also produces events and seminars commissioned by corporations and non-profits.

Gordon Platt is the Founder and President of Gotham Media. He is an attorney, television producer and was the Executive Producer of the Poliak Center for First Amendment Issues at Columbia Journalism School, where he produced the First Amendment Breakfast Series. He regularly produces events focused on the media for the Ford Foundation, and has developed programs for the New York State Court of Appeals and the National Association of State Legislatures. Platt is a graduate of Harvard Law School, the London School of Economics and Dartmouth College.

He and his wife, Jodi Katz, live in Chappaqua, New York where they are employed by their three sons.

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