

ad:tech tokyo 2019 (11/28@Tokyo International Forum)
Dennis Buchheim of IAB Tech Lab as Keynote Speaker
Discuss Global Standards of "Digital Advertisement"
with Daisuke Inoue of Yahoo



Dennis Buchheim



Oct.16, 2019 - Comexposium Japan K.K. (Tokyo, Japan; Representative Director and President: Yuko Furuichi), the organizer of global marketing conferences, has announced Dennis Buchheim , Executive Vice President and General Manager of IAB Tech Lab as the keynote speaker at ad:tech tokyo 2019 to be held on Nov. 27th-28th, 2019 at Tokyo International Forum. Asia's largest marketing conference will celebrate its 11th year gathering close to 15,000 attendees.

Mr. Buchheim will present on Thurs. Nov. 28th with Daisuke Inoue, Marketing Solutions Group VP Marketing of Yahoo Japan Cooperation. They will discuss **What should we do tomorrow? -Talking with IAB Tech Lab, Overseas Advertising Quality Trends, and the Future that Japan should aim for-** as the theme along with the global relationship and transparencies between the advertisers and the publishers. To hear this keynote, attendees need a "visitor pass", which also allows the attendees to go to the exhibition hall. This "visitor pass" is free if you register before Nov. 26th, the day before the event. (Onsite price is 5,500 yen tax included).

Keynote Presentation Time:

Nov. 28th, 2019 ad:tech tokyo Keynote AM 10:25 ~ 11:05 (40min)

Theme: What should we do tomorrow?

-Talking with IAB Tech Lab, Overseas Advertising Quality Trends, and the Future that Japan should aim for-

【Summary】

Daisuke Inoue

How should Japan face this issue?

Dennis Buckhheim, EVP at the IAB Tech Lab, who builds and promotes Global digital advertising standards, will talk about the overseas approach for advertising quality, trend and the future Japan should aim for, with Yahoo JAPAN who has set up “Advertising Quality Diamond” that is their own advertising quality standard.

■Profile

Dennis Buchheim

IAB Tech Lab

Executive Vice President, General Manager

Dennis Buchheim is Executive Vice President and General Manager of the IAB Tech Lab, based in the San Francisco office of IAB. He leads the overall product, engineering, and operations team for this digital advertising industry standards-setting organization, working closely with the IAB Tech Lab Board and membership. He was most recently SVP of Data & Ad Effectiveness, IAB, responsible for the Data Center of Excellence and its work on consumer identifiers, data quality, industry/organization benchmarks, and other tools for data activation and broader automation. In parallel, he ramped the IAB efforts on measurement and attribution.

Dennis has been focused on digital advertising since 2002. Prior to joining IAB and Tech Lab, he was VP of Product Management at Yahoo, responsible for display/video advertising platforms, targeting, measurement and insights, and trust and safety. Dennis joined Yahoo from Microsoft, where he initially supported syndication of advertising and search products, was later promoted as GM of Display Monetization, then took on product management of Microsoft’s ad exchange and ad network, and finally led program management across display advertising. Dennis’ first role in advertising was as GM of Inktomi’s paid inclusion business, which he helped grow after the company was acquired by Yahoo (leading to his first stint with Yahoo), before moving to lead product marketing for Yahoo/Overture partners. Before entering the ad space, Dennis designed and developed consumer and enterprise software products at industry stalwarts Apple and Oracle, led engineering for startup Actioneer, and co-founded and led product management and marketing at iHarvest, which was acquired by Interwoven. Dennis has dual degrees in Computer Science and Business Economics from Brown University.

Daisuke Inoue

Yahoo Japan Cooperation

Marketing Solutions Group VP Marketing

Daisuke is an experienced marketer who led creative and media team in Audi Japan before joining Yahoo! Japan. He also led digital marketing initiatives in companies like Unilever

and Air New Zealand. He has published two books which are Digital Marketing Handbook and Anatomy of Analogy.

■ Summary of ad:tech tokyo 2019

Date: Wed. Nov. 27th -Thurs. Nov. 28th, 2019

Location: Tokyo International Forum (Tokyo, Japan)

URL: <http://www.adtech-tokyo.com/en/>

Expected Attendees: 15,000 people

■ What is ad:tech tokyo?



ad:tech is a world class conference held in metropolitan cities. Advertisers, brands, agencies, solution providers, media and various marketers join in this conference. Japan held its first conference in 2009 and this year will be its 11th year. Latest information and trends of ad-technologies and marketing management are discussed.

■ About Comexposium

Comexposium is one of the world's leading event organizers. Globally, it hosts more than 170 B2B and B2B2C events across many different sectors, significantly in agriculture, construction, fashion, food, health, leisure, real estate, retail, security, students, tourism, and works council. At events, in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually.

Website: <https://www.comexposium.com/>

For more information, please contact:

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