

In his role as VP, Programmatic, George is part of the leadership of a world-class programmatic media buying practice at CMI/Compass. George works closely with the SEM & Emerging Media, Empower™ audience platform, Media, and CIA teams in supporting the rollout and implementation of Programmatic buying across the agency, while also acting as a client-facing resource and discipline lead. George is an advertising industry veteran, with 20 years of experience at the intersection of technology platforms, operations, and media.