

With two decades of experience in advertising and technology, Seema Patel is a seasoned media executive with extensive expertise in launching new businesses and supporting multi-platform solutions. She has been the driving force of many new, innovative product rollouts throughout her career and is one of the leading experts in addressable and advanced advertising. Seema has a proven track record in leading high-profile initiatives by bridging strategy with efficient execution to drive scale and revenue growth.

In her current role at Univision, Patel leads a team responsible for developing the critical proprietary data assets that drive advanced media. Her team is responsible for the build out of identity solutions and manages commercial relationships with external partners to activate new capabilities in cross platform advanced advertising.

Seema is also co-founder of TechBae, a networking organization dedicated to advancing equality by creating meaningful connections and developing opportunities for under-represented women across all levels within the ad tech & media landscape. Additionally, Patel is a Board Member of Marketing Edge as well as Committee Member of The NATAS Technology & Engineering Committee.