EXCLUSIVE: Media Power Broker Michael Kassan to Join Mediaocean as Board Vice Chair

Mediaocean, an omnichannel adtech platform that manages upwards of $200 billion of spend through its pipes each year, on Thursday named legendary media dealmaker Michael Kassan vice chairman of its board of directors.

In the role, Kassan—who has advised companies including J.P. Morgan Chase, GE, AT&T, Unilever, and Conde Nast—will help map Mediaocean's future as it navigates the AI era of advertising.

"Technology connections matter, partner integrations matter, and relationships matter more," Bill Wise, chief executive officer of Mediaocean, told ADWEEK. "Mediaocean has more integrations to players in the space than anyone else. That's the plumbing and electricity that I often talk about.

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