

Mark Zagorski Named as DoubleVerify's New CEO

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DoubleVerify has named Mark Zagorski as CEO effective July 21, a move that follows his recent departure from Rubicon Project where he was president and COO after its merger with Telaria.

Zagorski was CEO of Telaria and oversaw the publicly listed company's repositioning from a video ad-tech specialist to an outfit primarily known for connected TV services, before he helped to spearhead the merger with Rubicon Project.

That pairing recently unveiled a rebrand and is now known as Magnite; Zagorski's exit was announced on June 18.

He joins DoubleVerify at a time when the verification company aims to accelerate its omnichannel measurement capabilities. Zagorski's experience as a leader in the CTV space was likely a key aspect in securing the role.

Laura Desmond, lead director and interim CEO of DoubleVerify, said in a statement that Zagorski's previous experience made him the ideal candidate for taking the company in the direction it wants to go in.

"He is a strong cultural fit and has a proven track record of building and growing businesses globally. We are confident he will continue to drive DV's considerable momentum in the years ahead," Desmond said.

"Through their innovative service and solutions, DV has developed deep customer relationships and an outstanding market reputation," Zagorski added. "There is a huge opportunity to continue to grow the business, and I am energized and excited to leverage my experience in CTV, data

and analytics to make this happen.”

DoubleVerify has been on the hunt for a new CEO since early March after Wayne Gattinella exited following a New York Post article containing allegations about his private life.

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