

ShopMy Taps Ex-Trade Desk Vet Jed Dederick as CRO to Scale Creator Commerce

Jed Dederick wants to bring programmatic-style scale and measurement to creator commerce, starting with a pay-for-performance product the company is wary of calling ads <https://www.adweek.com/programmatic/shopmy-taps-ex-trade-desk-vet-jed-dederick-as-cro-to-scale-creator-commerce/>