

Creating More Meaningful Connections to Drive Monetization

Synacor develops leading, digitally-led, multiplatform content that connects operators, brands and agencies together to create more personalized, more relevant, and more meaningful experiences for consumers. Digital video and data are at the core.

Synacor Vice President of Search & Advertising Operations, Matt Leardini, will explore best practices Synacor has taken to develop and distribute high quality video assets to key audiences. Specifically, he will share how to utilize video and analytics to create actionable business insights to drive revenue growth.

Speaker Biography:



Matt Leardini
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Matt Leardini is responsible for all online search & advertising product management, product marketing/sales planning, revenue development, advertising and sales operations. He defined and deployed Synacor's programmatic strategy including private marketplace, open exchange, header bidding, and audience extension. In addition, he has driven the company's video strategy from concept to execution that increased monthly streams from 20 million to billions. He holds a Bachelors of Science degree in Management Information Systems from Bowling Green State University and a MBA from Niagara University.