

## Executive Bios



**George John**  
CHIEF EXECUTIVE OFFICER

**George John** has built a successful career by consistently generating insights and profits for marketers by analyzing huge amounts of historical data to predict response rates and target messages – helping Kraft sell more Miracle Whip, Amazon.com sell more books and Wells Fargo sell more financial services. Prior to co-founding Rocket Fuel, he led teams building high-tech systems to optimize marketing at Yahoo!, salesforce.com, Epiphany and IBM in roles spanning engineering, marketing, sales and executive management.

As a senior director for behavioral targeting and personalization at Yahoo!, his teams delivered systems to optimize marketing spend and personalize content and ads, helping advertisers see up to 400% lift in click-through and conversion rates, driving a major site to number one in comScore rankings, and delivering hundreds of millions in revenue.

At salesforce.com, he led product initiatives in dashboards and analytics that monetized significant deals for the company and sparked community initiatives including what manifested into the successforce user forums. As employee number thirteen at Epiphany, he created a suite of uniquely usable and scalable data mining tools and helped grow from \$0 to \$127 million in revenue and an IPO within three years. Prior to Epiphany, he was the first senior data mining analyst in the Global Business Intelligence Solutions division of IBM where he built a team and worked as a liaison between the research, consulting and software groups.

He has served on the boards of CafePress, Enviz, Quindi and Intelligent Results, advised the National Science Foundation, and volunteered with the American Institute for Health Education. He earned a bachelor's degree, master's and doctorate in the department of computer science at Stanford University.

During his graduate studies, he co-authored a seminal paper on relevance that became one of the top-ten most-cited papers in AI, won a National Science Foundation fellowship, and worked for NASA in the summers where he earned his "rocket scientist" credentials.



**Richard Frankel**  
PRESIDENT

**Richard Frankel's** passion for creating successful customer-focused businesses has been honed by more than 15 years of Internet advertising experience and notable contributions that helped build several high-profile Internet pioneers into multi-million dollar business including NetGravity, DoubleClick and Yahoo!.

Prior to co-founding Rocket Fuel, he was instrumental in helping Yahoo! grow their behavioral targeting advertising from an experiment into a department generating \$280 million in revenue. Prior to Yahoo! he was a general manager at DoubleClick who helped usher in a customer-centric approach to a publisher business, ensuring that customers achieved their goals through the Internet boom and bust. Prior to DoubleClick, he was with NetGravity, the company that developed the Internet's first commercial ad server, where he was instrumental in building NetGravity's customer service organization into a profitable business. He earned a bachelor's degree in engineering from Princeton University, and master's degrees in English and classics from the University of California at San Francisco.



**Peter Bardwick**  
CHIEF FINANCIAL OFFICER

**Peter Bardwick** began his career in investment banking, working with Salomon Brothers and Citicorp Investment Bank in New York. Peter transitioned to corporate management when he became VP Finance for WestWood One, a Salomon Brother's client and the world's largest radio network company. Since then, he has held CEO, COO and CFO positions for both public and private companies including Zecco Holdings, Reactrix Systems, Inc., Digital Path Networks, infoUSA.com, CBS MarketWatch, and the Beasley Broadcast Group. As CFO Peter was responsible for CBS MarketWatch's highly successful IPO.

Peter's experience includes board and advisory board positions — he was the founding investor and is a member of the board of Healthcare Data Solutions, a successful healthcare direct marketing company. He holds Advisory Board positions the Wolverine Venture Fund and with several private companies. In total, he has raised \$10.4 billion for companies where he was an executive or which were investment-banking clients.

Peter holds an MBA in Finance and BA in Political Science (cum laude), from the University of Michigan.



**Mark Torrance**  
CHIEF TECHNOLOGY OFFICER

**Mark Torrance** is driving the company's core technology development around predictive modeling and optimization for real-time bidding. Torrance studied Artificial Intelligence at Stanford and MIT, where in 1994 he left his PhD and academic career behind to blaze a trail of entrepreneurship on the newly-emerging World Wide Web.

He started StockMaster.com as a hobby, then traffic quickly grew and it became the largest stock quote site on the planet. His startup was one of the first and largest customers of the DoubleClick ad network. The technology team at Rocket Fuel is building exactly the kind of rocket science for automated campaign management and optimization that he wished for as a publisher, and exactly the technology that he's personally very excited about given his background in AI and Robotics, and the opportunities he sees to boost the effectiveness of online advertising with these technologies. Torrance holds a Bachelor of Science degree in symbolic systems from Stanford University and a Master of Science (S.M.) degree in electrical engineering and computer science from the Massachusetts Institute of Technology.



**Abhinav Gupta**  
VICE PRESIDENT  
OF ENGINEERING

**Abhinav Gupta** has built a career as a truly insightful technical mind focused on delivering huge value for massive-scale systems – ones with transactions reaching one-thousand times the NASDAQ trading volume.

Prior to co-founding Rocket Fuel, he was an engineering director at Yahoo! where he led the development of their next generation behavior targeting platform. As a founding member of the behavioral targeting group at Yahoo!, he helped cultivate a start-up environment building the team and platform from scratch and won the coveted “Super Star” award – the highest accolades Yahoo! presents to employees. He also incubated the recommendations platform used by Yahoo! Travel, Real-Estate, Shopping and Autos, helping to boost Yahoo! Shopping to number one in comScore rankings. Prior to Yahoo!, he was a principal member of technical staff at Oracle working on a variety of projects implementing data warehousing and OLAP functionality in the database server. He also worked with customers having Terabytes of data helping Oracle Consulting reach performance goals on key customer projects. He holds a B. Tech in computer science from the Indian Institutes of Technology (IITs) and a master’s degree in computer science from the University of Wisconsin. He has co-authored almost twenty patents in the areas of database queries and optimization, behavioral targeting and Web-based user analytics. He also co-authored the paper that won SIGMOD-2003 best paper award.



**Eshwar Belani**  
VICE PRESIDENT OF PRODUCTS  
AND BUSINESS DEVELOPMENT

**Eshwar Belani** is responsible for defining the vision and developing Rocket Fuel’s brand, direct response, social, and vertical product families. In addition, he leads the development of strategic relationships with Rocket Fuel’s data, technology, measurement, analytics, and vertical partners to create a robust suite of offerings for digital advertisers.

Prior to Rocket Fuel, Belani was the founder and CEO of Sensact Applications, a Silicon Valley based company focused on building solutions that create smart physical environments. At Sensact Applications, Belani formulated the business plan, raised financing, recruited a cross-border team, and delivered the first set of innovative wireless applications which are used on a daily basis in commercial building facilities.

Prior to founding Sensact Applications, Belani was part of Epiphany’s (NASDAQ: EPNY) Product Management team and worked on product strategy for Epiphany’s Marketing and Analytics products. Eshwar was responsible for defining the vision, product roadmap, and technical requirements for Epiphany’s campaign management, data mining, interaction optimization, and intelligent decision management product offerings.

Prior to joining Epiphany, Belani was the co-founder and CTO of iLeverage (acquired by Epiphany in 2000), a company that built marketing and collaborative selling solutions for online retailers. At iLeverage, Eshwar recruited, led, and managed a team of engineers to deliver the software infrastructure for a real time, high performance, scalable, and secure network that facilitated promotional, cross-deal, and meta-market transactions across businesses. Prior to iLeverage, Belani worked as a development engineer in the Application Server Group at Oracle.

Belani holds a MS in Computer Science from University of California, Berkeley, Management of Technology from University of California, Berkeley, and a B.Tech in Computer Science from the Indian Institute of Technology (IIT), Madras. He has authored several academic publications and holds six patents.



**Calton Chan**  
SENIOR VICE PRESIDENT  
OF SALES, US

**Calton Chan** brings the right energy and experience to lead the US sales team and help grow our customer base of media agency and premium brand advertisers throughout the US. Calton Chan brings more than 14 years of online advertising, marketing and sales management experience to his role at Rocket Fuel.

Most recently, Chan held the position of vice president of sales at interCLICK, a behavioral online ad network. Prior to interCLICK, he was managing director, Eastern region, at BrightRoll, one of the largest online video advertising networks. While at BrightRoll, Chan was responsible for expanding the company's East Coast operations, and was instrumental in growing the company's customer base and significantly increasing market share. Prior to BrightRoll, Chan was the vice president of agency sales at ContextWeb, a leading contextual ad network and exchange. During his time at ContextWeb, Chan was influential in building partnerships with leading digital agencies that helped boost large scale revenue growth for the company. Chan received his bachelor's degree in molecular and cell biology from the University of Colorado at Boulder.



**Dominic Trigg**  
VICE PRESIDENT AND  
MANAGING DIRECTOR, UK

**Dominic Trigg** is a veteran digital advertising specialist responsible for spearheading the company's UK operations. Trigg is responsible for driving market share and is replicating the market traction, commercial momentum and customer results that are currently being achieved in the North American market.

Trigg joined Rocket Fuel from TradeDoubler, Europe's number one affiliate network, where he was Vice President of International. With a proven track record of success in the advertising arena, he has held a number of senior management roles, including Managing Director for Infospace, Director of Yahoo's Ad Operations in Europe, as well as Advertising Director for MSN UK, Hotmail and Expedia at Microsoft's then fledgling business. Trigg also ran the first online advertising team at British Telecom, having spent several years in traditional advertising.



**Nikolai Rochnik**  
VICE PRESIDENT, OPERATIONS

**Nikolai Rochnik** is responsible for the strategic management, effective planning, and implementation of policies and procedures to support the company's rapidly growing customer base, digital campaign complexity and day-to-day operational workload. He's also responsible for evaluating results to make sure all customer goals are met, while minimizing operational costs and maximizing campaign efficiencies. As an early employee of Rocket Fuel, Nikolai witnessed and managed the first-ever campaign launched by Rocket Fuel and has taken pride in delighting clients with exceptional results ever since. He's a senior contributor that helps bring new technology to market for Rocket Fuel and oversees new features that go from "ideas in the lab" to "wow, this really works" in short order.

Nikolai started in online advertising at Yahoo! where he was responsible for managing products ranging from an application that optimized a single line of content on Yahoo!'s front page to behavioral targeting components that evaluated hundreds of millions of Yahoo! users. Prior to Yahoo!, Nikolai held product management roles at Oracle where he was responsible for designing and bringing industry-leading data warehousing and web analytics software to market. Nikolai started his career architecting and implementing large data warehouses for Fortune 500 clients.

Nikolai received a bachelor's degree in computer information systems from Bentley University. He holds several patents in behavioral targeting and personalization and has published papers on data quality and data integration.



**Jarvis Mak**  
VICE PRESIDENT OF ANALYTICS

**Jarvis Mak** is responsible for helping us advance our platform and continue to develop the analytic-based automation that we will need to be successful as more and more name-brand advertisers and agencies come join the fold. Mak helps bring more major brand advertisers onboard by delivering on the promise of advanced advertising capabilities and dramatically improved results.

Previously, Mak was with Havas Digital as a senior vice president and global director of research & insight, responsible for working with clients worldwide to help guide communication strategy through an insights-driven approach. Mak originally joined Havas Digital as head of research for Media Contacts in the US. Before joining Media Contacts, he was with DS-IQ, a marketing services firm in retail digital media, translating in-store campaign results into recommended targeting and optimization strategies. Prior to DS-IQ, Mak was at Yahoo! where he provided insights and solutions to key retail and travel clients. Mak also served as a director of analytics for Nielsen//NetRatings, where he spearheaded the MegaPanel research effort and managed the custom research team. Jarvis received his bachelor's degree in molecular and cell biology from UC Berkeley.



**Paul Wenz**  
VICE PRESIDENT,  
BUSINESS DEVELOPMENT

**Paul Wenz** plays a key role at Rocket Fuel by building powerful partnerships with supply-side, brand assurance and first-party data vendors. He drove the launch of the Platform division, which puts advanced audience targeting and optimization tools in the hands of ad networks and large publishers. Paul has a unique 360-degree perspective and understanding of the needs of all parties, which stems from his diverse background in research, engineering and sales.

Prior to Rocket Fuel, he led network development for Tribal Fusion, leading its 300% increase in premium brand publishers and propelling them to the standing of the second largest US ad network in the comScore Media Metrix.

Before Tribal Fusion, Wenz was the Director of Business Development for Nimblefish, contributing to product design and strategy while earning three consecutive Sales Rep of the Year awards selling integrated online/offline marketing systems to major brands like Microsoft, Sony, and Lowe's.

Previously, Paul co-founded and acted as CEO of BizMailers.com, one of the first companies to provide web enabled sponsored direct marketing, which was later acquired by Lexar Media.

Paul was raised in Satellite Beach, Florida and attended space camp in his youth, which inspired his early career as an engineer and prompted multiple scientific research projects at his tenure with MIT Lincoln Labs. Paul has a bachelor's degree in electrical engineering from the University of Central Florida.



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