



Keynote Speaker

**Ryan
Steelberg**

**CEO & Founder,
Brand Affinity Technologies**



Professional Biography

Ryan Steelberg is CEO and co-founder of Brand Affinity Technologies (BAT), a technology and marketing services company. He founded BAT with his brother, Chad Steelberg, in 2007 and has built a track record as one of the foremost experts in digital advertising and online media.

Since 1996, the brothers have raised more than \$170 million in equity financing and created more than \$3.0 billion in shareholder value through BAT and previous ventures. Before starting BAT, the Steelbergs founded dMarc Broadcasting, growing to service more than 4,600 US radio stations, bridging and integrating online and broadcast advertising systems. dMarc Broadcasting was acquired by Google Inc. in 2006 for \$1.238 billion in cash and performance incentives.

Ryan was named by the Orange County Business Journal as one of the county's "50 Most Influential Businesspeople" and was also a recipient of the Business Journal's Excellence in Entrepreneurship Awards.