

AdRoll, Inc. Overview

972 Mission St 3rd Floor
San Francisco, CA 94103

<http://www.adroll.com/>

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\$586,250,636 (04/21/2014)

Software

Silicon Valley

Active Investment

Legal Counsel

Latham & Watkins LLP

NAICS

519130 - Internet Publishing and Broadcasting and Web Search Portals

SIC

7375 - Information Retrieval Services

CIK

1373801

FKA: Semantic Sugar, Inc., AdRoll operates a global leading performance marketing platform. The company's innovative and easy-to-use marketing platform enables brands of all sizes to create personalized ad campaigns based on their own website data, ensuring maximum return on online advertising spending. AdRoll's BidIQ™, a proprietary real-time bidding algorithm, ensures businesses' ads receive the right placement for the right price. With a 97 percent customer retention rate, AdRoll provides unmatched transparency and reach across the largest display inventory sources, including Google AdX, Facebook Exchange and Twitter tailored audiences.

Key Management

Aaron Bell

CEO, Founder

Suresh Khanna

Chief Revenue Officer

Peter Krivkovich

COO, CFO, Founding Team

Valentino Volonghi

CTO, Founding Team

Charles Moldow

Director

Sean Dempsey

Director

Jared Kopf

Founder, Director

Adam Berke

Founding Team, Strategic Advisor

Stephanie King

General Counsel

Toby Gabriner

President

Makoto Arima

VP, Adroll Global, Japan

Patrick Mee

VP, Engineering

Amy LeBold

VP, Human Resources and Recruiting

Greg Fulton

VP, Product