

## EXECUTIVE BIOS



### **WILL HODGMAN - FOUNDER, PRESIDENT & CEO**

A seasoned veteran in the world of advertising, Will Hodgman brings 14 years of marketing, advertising and business development experience to his post as president and chief executive officer of AdRelevance.

Before founding AdRelevance, Will served as general manager of the Northwest office of CKS (NASDAQ: USWEB), one of the region's largest interactive agencies with cumulative billings in excess of \$45 million. In that position, Will managed all company operations, new business development, customer retention and forward planning.

Before CKS, Will was senior vice president director of client service and business development at McCann-Erickson, Seattle. There, he oversaw some of the agency's largest accounts, including Coca-Cola, Washington Mutual, Washington State Lottery and the Washington Apple Commission. The office had cumulative billings in excess of \$65 million.

Over the course of his career, Will has won, managed or helped develop some of the largest and most respected brands in the world, including Campbell Soup, Adolph Coors, Quakers Oats, the Gatorade Co., the Dial Corp., Coca-Cola, Mitsubishi Motors, IBM and Microsoft.



### **JAY BARTOT - FOUNDER, VICE PRESIDENT OF ENGINEERING**

Jay Bartot has been working professionally in the computer industry for more than 10 years and brings comprehensive design and development experience to AdRelevance. Before joining AdRelevance to head up its engineering team, Jay worked for Netbot, the intelligent-shopping agent start-up company that was eventually acquired by Excite in 1997. There, he developed UNIX-based networking solutions for the Web.

His extensive professional experience also includes founding Jet City Studios, an Internet based multimedia company, and serving as engineering manager at Zombie LLC, a small game start-up. Prior to that, Jay helped develop and design award-winning children's educational CD-ROM titles for Edmark Corp., as well as create authoring tools for Philips Multimedia Division.



### **CRAIG HORMAN - FOUNDER, CHIEF TECHNOLOGIST**

After a Columbia University education in English, Culture Studies aka Commodity Aesthetics, and independent study in computers (mostly other people's), plus a year in Paris to recuperate from said education, Craig Horman participated in the later Reagan boom years by founding a consulting firm, which specialized in the networked aspects of global foreign exchange trading systems. In order to ease his aesthetic and political sensibilities and to maintain a requisite sense of cognitive dissonance, he did paste-up and editorial volunteer work at the now-defunct socialist weekly, the Guardian. His stint on the West Coast has thus far included generating surplus value as a laborer at DECwest Engineering, where he helped implement the DEC C++ compiler for OSF/1 on Digital's Alpha platform and tinkered with various bits of the operating system along the way; joining the research staff at the Department of Computer Science at the University of Washington, where he helped introduce Linux as the platform of choice, a situation that held steady until the acquisition of the department by Microsoft; and most recently he held the post of manager of network design at Netbot, the intelligent shopping agent start-up company, which was acquired by Excite.

In his boundless spare time, Craig produces Cornell-box like constructions and in 1998, participated in a month-long exhibition at Art Not Terminal. These days he favors more dynamic assemblages of odd objects, which lounge in haphazard yet engaging configurations in his apartment. These pieces are as yet untitled, but a clean-up crew might label them "Magritte's Garage Sale," or maybe "Resisting Cohesion." He shares his apartment with a cat named Izzy, who is able to transmit to him, over vast distances, telepathic yet unintelligible commands.



### **GREG LAUCKHART - FOUNDER, CHIEF ARCHITECT**

Greg Lauckhart is well-versed in the world of large Internet system architecture. Greg was primary designer and sole maintainer of the MetaCrawler search service at the time of its sale to Go2Net in 1997. He was also the principal developer behind Jango™, the award-winning Internet shopping agent, which was eventually acquired by Excite.

Later, Greg led the team of engineers who created the server version of Jango, which has since evolved into the Excite Product Finder. While at Excite, Greg played major roles in the implementation of several other systems, including the company's online communities' product.



**CHARLES BUCHWALTER – VICE PRESIDENT, MEDIA RESEARCH**

Charlie brings more than 20 years of information services experience to his role as AdRelevance's vice president of media research.

He started his career with Data Resources, Inc. (DRI), now DRI/McGraw-Hill, where he worked with Fortune 500 companies using DRI's econometric models and historical economic and financial databases to explain corporate performance trends. In his last position with that company, Charlie served as group vice president of the financial information group, where he managed DRI's national financial services practice—a \$20 million unit with more than 100 employees.

After DRI, Charlie was recruited by CMP Publications (now CMP Media) where he worked with the management team to conceive and implement electronic publishing strategies. Since returning to the Seattle area in 1995, Charlie has helped leading companies respond to Internet market developments. While at ParaTechnology, he developed go-to-market channel strategies for the Internet business units of IBM, Digital Equipment, Novell, Oracle and Sun.

Charlie was president and CEO of Community Sector Systems, an Internet company serving the healthcare industry. He also served as a senior director of marketing and business development at Attachmate as the company sought to expand its presence in the Web-to-Host market.



**MARTY LEVIN - EXECUTIVE VICE PRESIDENT OF SALES & MARKETING**

Marty is a seasoned advertising veteran with more than 25 years of experience including executive positions at Microsoft and international advertising giant J. Walter Thompson.

Most recently, Marty was senior vice president of advertising business development at Rivals.com, where he directed advertising sales for a network of more than 300 Web sports publishers. From 1994 to 1998, Levin served as director of sponsored programming and earlier, directed the advertising business unit of The Microsoft Network (MSN). While at Microsoft, he directed the initial advertising model for the launch of MSN and was responsible for developing that group's sales force. As part of his ongoing responsibilities, Levin managed strategic relationships with leading online advertisers, Web publishers and media companies while assisting with e-commerce and advertising sales strategies for the portal site's advertising clients.

Prior to joining Microsoft, Levin was senior vice president and group creative director at J. Walter Thompson, where he directed creative development on more than \$70 million of advertising billings for clients including Kellogg's and McDonnell Douglas.



### **MICHÈLE JACKSON - VICE PRESIDENT OF PRODUCT DEVELOPMENT**

Michèle joined AdRelevance in early 1999 when the company was still in its infancy, becoming its first product manager and its fourth employee. Since then, her responsibilities and contribution have increased right along with the company's remarkable growth.

Michèle brings more than ten years of marketing and project management experience to her position as vice president of product development. Before joining AdRelevance, she worked as an independent site producer and business development consultant for many prestigious Seattle-based high-tech firms, such as PhotoDisc, Getty Images, VisualCommerce and Yesler Software (now merged with Loudeye).

Throughout her career, she has helped produce or manage high-profile projects, such as the U2 PopMart site, Microsoft's Smallbiz site and Arthur Andersen's Pacific Northwest site. At Washington Software Association (WSA), Michèle contributed to the promotion and development of Washington's booming high-tech industry. Prior to that, she worked for the exclusive British Private Banks, Rothschild AG and Coutts & Co. in Zurich, Switzerland, where she specialized in marketing investment funds and banking services.



### **LISA OLSON - VICE PRESIDENT OF OPERATIONS**

Lisa has over 18 years of professional experience in the development and management of high technology products and services. After completing her Mathematics degree from Wellesley College in Massachusetts in 1982, Lisa was recruited by IBM's Research Triangle Park to work on the development of their networking Front End Processors.

Lisa came back to Seattle in 1985 by joining Boeing's Network Services Group. She moved quickly through the ranks becoming one of Boeing's youngest managers in 1988, as Manager of the Application Development.

Lisa decided to join the high-tech start-up ranks in 1991 by helping to launch Networx, a Boeing and VC-backed network management company, as the Manager of Product Support. Networx got acquired by Legent and Legent by Computer Associates. Lisa remained a key part of the management team for these companies.

Lisa rejoined the entrepreneurial environment by becoming the Director of Engineering for Bridgeway Corp. in 1996 reporting directly to the CEO. She was a key member of the management team that successfully negotiated VC funding. Lisa was responsible for the company's product development, engineering and support operations.

Lisa joined AdRelevance in March 2000 as their Engineering Operations Manager. She was named VP of Operations in September 2000. Lisa is member of the Forum for Woman Entrepreneurs and spends her rare free time cooking gourmet meals and boating around the Pacific Northwest.



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