

MEET THE ORIGIN OF BRILLIANCE

Will Hodgman - Founder, President & CEO

Charlie Buchwalter - Vice President of Media Research

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 new 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.

Charlie Buchwalter Vice President of 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.