Rubicon Project Names Video Veteran to Product Leadership Team

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Former Google and OpenX Product Leader Khoi Nguyen Named Vice President of Product Management for Video

LOS ANGELES--(BUSINESS WIRE)--Feb. 27, 2017-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, today announced it has named Khoi Nguyen as Vice President, Product Management for Video. In this newly formed role Nguyen will be tasked with defining the direction of video advertising at Rubicon Project. The former OpenX and Google video product leader will oversee both strategic and tactical measures for Rubicon Project's video business unit and will be tasked with building the framework for future video product developments for the company. Nguyen will report directly to Tom Kershaw, Rubicon Project's Chief Technology Officer.

Rubicon Project's video business has experienced strong growth throughout the past two years with more than half of the company's top 100 customers now using Rubicon Project to execute their video advertising business. The total number of video accounts grew by more than 50% in Q3 alone. Rubicon Project's mobile video solution is one of the industry's most comprehensive, offering every major mobile video advertising format within one of the highest quality advertising marketplaces in the world, reaching approximately one billion unique connected mobile devices globally.

"The addition of Khoi significantly strengthens our already deep product leadership bench, adding more than two decades of product management expertise with directly relevant and applicable expertise in video and mobile app -- two of the fastest growing and most exciting parts of our business," said Tom Kershaw, Chief Technology Officer at Rubicon Project. "Khoi's recent in-market experience and proven track record of success in launching, scaling and building new businesses throughout his career made him an ideal candidate to lead product management for our video unit. I look forward to working closely with Khoi as we continue to blaze the innovation trail in video and remain a step ahead of our customers' demands."

Khoi Nguyen, Vice President of Product Management for Video at Rubicon Project, commented, "In a very short period of time and in a crowded marketplace Rubicon Project has established itself as a clear leader in video, placing a heavy emphasis on delivering customers high quality and engaging video content. I am extremely excited to be joining a company that shares my passion for innovation, and I look forward to working with the talented video team as we build upon the solid framework and set the direction of the video business for future and long-lasting success."

Prior to joining Rubicon Project, Nguyen was GM/Sr. Director of Product Management for Video, OTT, and Mobile at OpenX where he led and significantly grew these businesses and products. Prior to that, he led the ActiveView viewability solution at Google, which is integrated in all of DoubleClick's advertising platforms and media products, including YouTube. Before Google, he headed up and dramatically grew the consumer mobile business at Trend Micro, managed and built the consumer and enterprise mobile businesses at Symantec, and co-founded a Sequoia Capital-funded internet start-up. Nguyen holds an MBA from UCLA Anderson, an MS in Computer Science from UCLA, and a BS in Electrical Engineering and Computer Science from UC Berkeley.

About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of people. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.

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