



Rubicon Project Appoints Three New Members to Its Board of Directors

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LOS ANGELES--(BUSINESS WIRE)-- Rubicon Project (NYSE:[RUBI](#)), which operates one of the largest independent real-time trading platforms for the buying and selling of advertising, today announced the appointments of Robert Frankenberg, former CEO Novell, Inc.; Robert Spillane, former CEO Donnelley Marketing; and Lisa Troe, former regional chief enforcement accountant of the U.S. Securities and Exchange Commission's Los Angeles regional office, to its Board of Directors.

"Bob Frankenberg's extensive background in innovation in the high performance tech industry; Bob Spillane's exceptional career in publishing, technology and digital media; and Lisa Troe's outstanding track record of success in accounting, financial reporting and corporate governance in both the private and public sectors make all three of these luminaries powerful new additions to our board," said Frank Addante, Chairman and CEO of Rubicon Project. "Rubicon Project is on a mission to change the way advertising is bought and sold on a global scale. Having this depth of knowledge and experience on our board will allow us to continue that mission to become a global market leader in advertising automation."

Robert Frankenberg began his executive career as Vice President & Group General Manager of Hewlett-Packard's Personal Information Products Group, where under his leadership, HP's PC business moved from 26th in market share to 7th. Following HP, Frankenberg became Chairman and CEO of Novell, Inc. and later Chairman and CEO of Encanto Networks. Frankenberg also has served on multiple company boards including AOL, Kinzian Inc., American Pioneer Financial, Digital Bridge, and National Semiconductor. Currently, he serves as director of Nuance Communications, Wave Systems, Inc., and Polycom. Frankenberg commented, "Rubicon Project has an incredible culture of innovation driven by impressive technologists that continues to break new performance and scale barriers in the advertising and cloud technology industries as it seeks to redefine the next decade of advertising automation, which is why I'm so thrilled to be joining its board."

Robert Spillane was formerly a Principal, President, and CEO of the investment group DM Holdings, Inc., which was formed to acquire Donnelley Marketing, Inc. from The Dun and Bradstreet Corporation. Prior to joining DM Holdings, he was the Executive Vice President and a Director of Diamandis Communications, Inc. Previously, over a ten year period, Spillane held various executive positions at CBS, Inc., including Senior Vice President, Publishing of CBS Magazines, where he was directly responsible for ten magazines, Senior Vice President Group Publisher, Vice President of Circulation, Vice President General Manager of the CBS Special Interest Magazine Group, and Vice President Sales and Marketing of Fawcett Books. Spillane commented: "I've always been drawn to organizations that disrupt industries with more efficient solutions. Rubicon Project has an ambitious mission and long-term vision of innovation that is transforming how advertising is being bought and sold. It is rare to see a company with such ambitious goals execute so impressively as I have seen this company do over the last 7 years. I'm excited to be part of a company that is transforming an entire industry."

Lisa Troe was for eight years a Senior Managing Director in the forensic and litigation consulting practice at FTI Consulting, Inc., a global business advisory firm. Previously, she served for nearly eleven years on the staff of the Division of Enforcement of the U.S. Securities and Exchange Commission's Los Angeles regional office, seven years as a branch chief and six years as regional chief enforcement accountant. Her career includes accounting positions in public and private companies and with a Big Four public accounting firm. Troe is a credentialed National Association of Corporate Directors Governance Fellow and member of the National Association of Corporate Directors, a CPA, and member of the American Institute of CPAs. Troe commented, "I am delighted to have joined the board and to serve as chair of the Audit Committee of one of the world's leading advertising automation companies and I look forward to helping Rubicon Project evolve into a world class company."

Aside from Frankenberg, Spillane, and Troe, Rubicon Project's current board members include: Frank Addante (@FrankAddante), Rubicon Project Chairman and CEO; Gregory Raifman (@GregRaifman), Rubicon Project President; Jarl Mohn, Executive Advisor, Corridor Capital, LLC; and Sumant Mandal, Managing Director, Clearstone Venture Partners.

About Rubicon Project

Rubicon Project pioneered advertising automation and is now doing for advertising what companies like NASDAQ did for stock trading. The company's automated advertising platform is used by more than 700 of the world's premium publishers and applications to transact with over 100,000 advertisers globally.

A company driven by innovation, Rubicon Project has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month. According to comScore March 2014, Rubicon Project reaches 97 percent of U.S. Internet users per month.

Headquartered in Los Angeles, Rubicon Project has twelve offices across the globe, including New York, San Francisco, Chicago, London, Paris, Hamburg, Sydney, Singapore, and Tokyo. Learn more at RubiconProject.com. Twitter: [@RubiconProject](https://twitter.com/RubiconProject).

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Rubicon Project
James Aldous
press@rubiconproject.com
or
Brynn Moynihan, 646-202-9753

