

Darren Herman '04

Chief Digital Media Officer
kbs+p and The Media Kitchen
Founder & President, KBS+P Ventures
Founder, Varick Media Management
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Darren Herman serves as the Chief Digital Media Officer of kirshenbaum bond senecal + partners and President of kbs+p Ventures; he is also a member of the agency's executive leadership team. In 2010, Herman was named one of the Top 25 Key Influencers in Interactive Marketing by the editorial team at iMedia Connection.

As Chief Digital Media Officer, Herman's primary responsibility is to ensure that kbs+p is providing its clients with thoughtful leadership and best practices as they relate to digital media planning, buying, optimization, and reporting. He continues to head up Digital Media at The Media Kitchen, a kbs+p partner company.

As the President of kbs+p Ventures, Herman is responsible for sourcing and executing investments into primarily early-stage companies and entrepreneurs who are innovating within advertising technology, mobile, and design-infused consumer experiences. Established in January 2011, kbs+p Ventures aims to complete a dozen or so investments in its first year.

Herman, an active angel investor in NYC since 1997, started and sold three media and technology companies before joining The Media Kitchen in 2007. He founded Varick Media Management, an MDC Partners technology capability dedicated to audience-driven digital media buys, in October 2008. VMM was incubated at kirshenbaum bond senecal + partners' Media Kitchen prior to being spun-off as an MDC company. He is widely considered one of the leading players in bringing Wall Street-style analysis to Madison Avenue.

Some of the leadership programs Herman created during this time include the annual Digital Media Venture Capital Conference, a speaker series featuring industry luminaries that is hosted by The Media Kitchen, and the kbs+p Venture Fellows program.

Distinguishing himself early on, Herman was named one of *Businessweek's* Top Entrepreneurs in 2006. He speaks frequently at globally recognized industry events including the prestigious New York Economic Council, where in 2009 he presented alongside 1200 other digital media/technology entrepreneurs at Webster Hall during Entrepreneurship Week. In 2010, he was highlighted by iMedia Connection as a Top 25 Marketing & Technology Innovator.

In the summer of 2009, Herman appeared on the front page of the *New York Times* Business Section in a spread about his visionary and executional approach to digital media. No stranger to the press, Herman tours the world speaking about digital media and entrepreneurship and has been featured on the print and electronic pages of such publications as *Ad Age*, *MediaWeek*, *Fortune*, *Wired*, *Forbes*, and *The Washington Post*.

Before joining the corporate entrepreneurship world, Darren co-founded the first dynamic in-game advertising platform, inGamePartners, which grew to become IGA Worldwide through acquisitions and mergers. While there, he represented four out of the top five major game publishers, including Electronic Arts and Activision and major gaming platform Sony Playstation. While at IGA Worldwide, Herman participated on the executive management team that raised over \$40MM in venture capital from top-tier investors including Intel Capital, Sony Corporation, and NBC Universal.

In January 2009, Herman created The New Platforms Fund, which invests in digital media businesses that are created on top of open platforms such as Twitter, Facebook, and the iPhone.

The launch of the New Platforms Fund was covered on TechCrunch and Mashable, and other industry leading sites and was endorsed by top venture capitalists in the industry.

Herman is an active blogger and can be read at <http://www.darrenherman.com> and @dherman76 on Twitter.

Select Recent Conference Speeches/Keynotes:

IAB Innovation Days – The Future of Display ('11)

TechStars NYC – *Advertising for Startups* ('11)

AOL – *Creative Consortium for Project Devil* ('10,'11)

First Round Capital CEO Summit – Advertising Trends ('11)

TMK Digital Media Venture Capital Conference ('08,'09,'10,'11)

Founders Institute – *Advertising For Startups* ('10)

Admeld Partner Forum – *Real Time Bidding* ('10)

Strategy Institute – *Mobile Marketing & Metrics* ('10)

OMMA Global – *Is Paid Social Media Dead?* ('09)

AAAA's Jay Chiat Awards – Keynote: *De-Averaging Audiences* ('09)

Advertising Week – *Demand Side Platforms, Is Everyone a Media Trader?* ('09)

Admonsters Ad Operations Summit Keynote ('09)

iMedia Breakthrough – *Breakfast Keynote: Understanding Agency Media Teams* ('08)