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## Biography - Rob Armstrong, Co-Founder and SVP Product & Technology

Rob Armstrong is the Co-Founder and SVP of Product and Technology at Bombora. He brings over 10 years in founding and executive management to the team. Rob's expertise in digital advertising and marketing serves him well to run Bombora's R&D.

Rob possesses a wealth of experience with startups. Before Bombora, Rob was the Head of Product Management at Madison Logic.

He was the second 'official' employee of AdFin Solutions. Heading up Product and Marketing, Rob built the company's brand and product offering.

At DoubleVerify, Rob managed the Client Reporting and Insights teams and led the rollout of its self-serve platform. DoubleVerify was the industry's first ad-verification solution for display, video, and mobile advertising.

At Donovan Data Systems, Rob pioneered the campaign management APIs to the Google and Microsoft ad-serving platforms.

Rob launched Bombora's operations in Reno, Nevada in 2016. As well as enjoying the great outdoors, Rob has been a strong supporter of Reno's 'tech renaissance'. He has been instrumental in helping to diversify Reno's economy and drive it as a fast-growing tech hub.