



bombora.com

## Biography - Erik Matlick, Founder and CEO

Erik Matlick guides vision and corporate strategy at Bombora, bringing over 15 years in founding, board and executive management experience. An online performance marketing pioneer, Erik's insights about the confluence of data analytics, media operations, ad serving technology and sales and marketing processes are the driving force behind Bombora's unique value proposition.

Prior to founding Bombora, Erik was the founder and CEO of several advertising technology companies including Madison Logic, which he sold to Clarion Capital and remains on the board of, IndustryBrains, which he sold to Marchex, and MediaBrains.

Erik has been an investor in Fetchback (sold to GSI), Tynt (sold to 33Across), LeadSpend (sold to Experian) and in 33Across, AddShoppers, Switch and Crisp Media. He is also an advisor to Compound (FKA Metamorphic Ventures), Alpine Ventures and Syracuse University Newhouse School.

Erik began his career in ad sales at Ziff-Davis and divides his time between Miami and New York.

