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## Biography - Greg Herbst, VP Audience Solutions

Greg joined Bombora as Vice President of Audience Solutions to help activate B2B data with data buyers across the globe. He leads the charge to meet the strong demand for Bombora Intent and demographic data for the programmatic buyer. He works closely with brands, partners to activate Bombora Data to the agencies, trading desk, DSPs, advertisers, DMPs, social and ad tech companies for many programmatic use cases.

Previously, Greg was Director of Data Solutions for Bizo, where he managed Bizo's highly successful and profitable programs for data partner resellers and data exchanges. Greg also managed many top 50 advertisers, fueling their marketing stack technology solutions, and in turn reaping significant ROI.

Additionally, Greg assisted Bizo with its national accounts sales teams with data solutions sales initiatives. Greg was instrumental in the creation of new use cases including Site-Side Optimization, Analytics, Custom Modeling, and Programmatic techniques.

Always a data geek, Greg was raised in the banking sector, automating payments and data exchanges between banks dot-coms and enterprises. He has solid experience with data sales and reseller programs in the healthcare and eDiscover markets.