



bombora.com

Biography - Mike Burton, Co-Founder and SVP Data Sales

Mike has been working with AdTech startups since 2002. Currently, he is responsible for driving adoption of Bombora's offerings across email marketing, analytics, programmatic display, predictive analytics and lead scoring, and countless other applications.

Mike took on an integral role in building B2B's first Intent data co-operative, helping Bombora to consolidate over 9.3 billion monthly B2B behavioral interactions. This consolidation of data fuels massive efficiencies across B2B marketing and publishing.

Prior to Bombora, Burton worked with Madison Logic as Head of Platform Sales. He was also Madison Logic's first VP of Sales, helping the company in its earliest stages to grow revenue and gain a foothold in B2B's competitive lead generation space. Mike also worked at Collective, and was one of the first employees at IndustryBrains, an innovative direct marketing firm that helped shape B2B's early online migration.

