

Tod Sacerdoti

Founder & CEO, BrightRoll

tod@todsacerdoti.com

Summary

Tod M. Sacerdoti is the Founder and CEO of BrightRoll Inc., the Internet's leading video advertising network. BrightRoll is a pioneer in monetizing online video content and serves millions of advertisements daily. The company's ad serving technology leverages video context and behavioral data, which allows BrightRoll to fill 100% of available ad inventory and deliver industry leading CPMs. BrightRoll is a privately held company backed by blue-chip angel investors and holds its headquarters in San Francisco, CA.

Most recently, Tod was the Director of Revenue and Business Development at Plaxo, Inc., one of the fastest growing companies in the history of the Internet. Plaxo offers users a "connected address book," automating the process of maintaining an up-to-date and universally accessible address book and calendar.

Prior to Plaxo, Tod was the Director of Business Development at Spoke Software, the leading enterprise software firm providing tools to sales forces to better leverage relationships. Previously, Tod worked at Interscope, Geffen and A&M Records, a division of the Universal Music Group. Tod was also an analyst in both the Mergers & Acquisitions Group and the Internet Corporate Finance group at Robertson Stephens. Tod has an MBA from the Stanford Graduate School of Business and has a B.A. in Economics from Yale University.

Additionally, Tod is the co-owner of Delicious Karma, the leading event marketing and promotion company in San Francisco and was responsible for events including New Year's Eve 2003 & 2005 at Ian Schrager's CLIFT Hotel, venue grand openings such as the Bambuddha Restaurant, and numerous fundraisers for SFMOMA, Gavin Newsom and Youth Speaks. Tod is also the Amazon best-selling author of How To Use Google, a short eBook about thirty little known Google tools.

Specialties

Online Video Advertising

Online Advertising

Internet Monetization

Entrepreneurship

Domaining

Event Marketing

Experience

CEO & Founder at BrightRoll

June 2006 - Present (3 years 1 month)

Owner at CIRCA Restaurant, SLIDE Lounge, Delicious Karma

February 2001 - Present (8 years 5 months)

Director, Revenue and Business Development at Plaxo Inc.

October 2004 - May 2006 (1 year 8 months)

Director, Business Development at Spoke Software

December 2003 - 2004 (1 year)

1 recommendation available upon request

Business Strategy / Marketing, Associate at Universal Music Group

June 2002 - September 2002 (4 months)

1 recommendation available upon request

Technology Mergers & Acquisitions at Robertson Stephens

July 2000 - June 2001 (1 year)

Internet Corporate Finance at Robertson Stephens

July 1999 - June 2000 (1 year)

Education**Stanford Graduate School of Business**

MBA, Entrepreneurship, Internet & Software, September 2001 - June 2003

Yale University

B.A., Economics, September 1995 - June 1999

Palo Alto High School

Honors and Awards

Best Video Ad Network, BrightRoll, 2008 - Streaming Media

Tod Sacerdoti

Founder & CEO, BrightRoll

tod@todsacerdoti.com



2 people have recommended Tod

"Tod is one of the few people I have worked with in this industry who is both strategic and tactical...which is why he will run his own company at some point -- and successfully."

— **Brendon Cassidy**, *Director of Sales, Spoke Software*, worked with Tod at Spoke Software

"Tod worked for my friend Andrew here and proved that MBAs can be cool and hip in the music industry."

— **Elizabeth Michiels**, was with another company when working with Tod at Universal Music Group

[Contact Tod on LinkedIn](#)