

David Laird, Senior Director of Sales Insights, Oath.

David Laird leads the Sales Insights team at Oath. His team partners with advertisers and agencies to create data-driven media strategies, grounded in insights from Oath's 1 billion global members. Prior to Oath, David worked for Yahoo for over 10 years in various analytics roles including ad effectiveness and vertical insights. David holds a Master of Science in Predictive Analytics from Northwestern University.