

Brent Gaskamp, SVP, Corporate Development, North America, Videology

In his current role, Brent focuses on helping marketers and media companies utilize technology to optimize media value across devices. He joined the Videology team in 2012, helping to solidify the company's leadership and expertise in addressable, cross-screen advertising.

Prior to joining Videology, Brent served as President of Collider Media, where his in-depth understanding of the mobile ad network and publisher spaces helped poise Collider as a bright spot in the mobile marketing and advertising community. Brent also served as the US Senior Director of Business Development and Mobile Publisher for Yahoo! Mobile. At Yahoo he was responsible for developing strategic mobile partnerships with resellers, publishers, and advertisers. Brent and his team focused on integrating customer insights and advertiser needs to guide the development of Yahoo!'s mobile content properties, ad solutions, publisher partnerships, and reseller relationships.

Before Yahoo! Mobile, Brent was the Director of Business Development at Yahoo! responsible for OEM, Retail, and Emerging Channels for various Yahoo products and services including, Search, Communications/Social Networking, Mobile, Digital Home, Small Business, and Widgets.

Brent's technology career started at Dell Inc., where he focused on global consumer Internet partnerships. In addition, he held roles in consumer brand marketing, on-line sales, and product marketing.