

Keith Eadie
Chief Marketing Officer

Keith leads the marketing team and is responsible for driving awareness of TubeMogul's software platform for video advertising among media agencies and brand marketers. Keith joined TubeMogul from The Boston Consulting Group, where he specialized in developing marketing strategies for technology and digital media firms. Prior to BCG, he worked with TubeMogul in its infancy at UC Berkeley and collaborated with the founders to develop the initial business plan and marketing tactics. Keith began his career at HSBC as a portfolio manager responsible for U.S. and global technology funds. He received his MBA from UC Berkeley.