

Robert ("Rob") Gabel is the founder and CEO of Tubular Labs, the leading marketing and analytics platform that helps companies grow and engage their online video audience on YouTube.

Building a marketing and analytics platform for online video unites two of Rob's passions - online video and online marketing.

Rob became fascinated with the promise and power of online video while serving as SVP of Advertising Performance at Machinima, YouTube's 2nd largest network. Rob broadened his online video experience by consulting to YouTube-centric media companies DanceOn and AwesomenessTV.

Rob's online marketing experience includes serving as a SVP of Marketing for LowerMyBills and VP Marketing for both Inadco and Netflix. As one of the first employees at LowerMyBills, Rob helped the company grow from pre-revenue to over \$200 million organically before being acquired by Experian in 2005 for nearly \$400 million.

Mr. Gabel earned his M.B.A. from the Stanford University Graduate School of Business and graduated Magna Cum Laude from The Honors College at the University of Houston with a B.S. in Chemical Engineering.