

Campbell Foster

Campbell Foster is director of product marketing for Video Solutions at Adobe, leading global efforts to drive adoption of video engagement, data, optimization, and monetization technologies with Adobe Primetime. He is a published author and researcher, and frequently speaks at industry events on TV Everywhere, video monetization, and IPTV trends and topics.

Prior to Adobe, Campbell led global product marketing for Google DoubleClick, managing ad serving, video, RTB, programmatic, and rich media products. He also served as a founding member of the DoubleClick Ad Exchange management team.

Campbell earned an MBA from NYU Stern School of Business and received a BA in English from Cornell University.