

John Douglas is head of Video Strategy at Sizmek. Currently focused on establishing a common platform for advertisers and agencies to collaborate, execute and manage video campaigns across screens, he is also responsible for the evolution of other advanced advertising initiatives, including interactive TV.

John has been in the media and entertainment space for over a decade. Prior to Sizmek, he served in various Product Management and Industry Development capacities at DG and Move Networks. He was also active in the post-production industry, handling visual effects for a variety of national advertisers. John holds a B.B.A in Finance from the University of Michigan.