

Mike Finnegan is Vice President of Programmatic and Product Innovation at Live Nation Media and Sponsorship. Since joining Live Nation in 2014, Mike has led the company's programmatic offering across all of its properties including LiveNation.com and Ticketmaster.com – leveraging the first party data that Live Nation captures on the live event fan. He also works on developing new digital products for the company. Mike has previously worked at WPP's Xaxis as Director of Product Development and Automated Trading.