

# Fact Sheet

Global advertising technology leader The Trade Desk® is redefining how brands and agencies connect with audiences with greater precision and impact. Our self-service, cloud-based platform offers powerful tools to create, manage, and optimize programmatic digital campaigns across devices, leading to a better, more relevant ad experience for consumers. By partnering with leading data, inventory, and publisher partners, we expand reach and enable more strategic decision-making. We are committed to fostering a healthier global advertising ecosystem across display, video, connected TV, audio, and native formats. At the same time, we support quality journalism and premium content, driving the growth of the open internet and creating meaningful, objective value for all.

## Leadership team



**Jeff Green**  
Chairman, CEO,  
and Founder



**Ian Colley**  
Chief Marketing  
Officer and EVP



**Tahnil Davis**  
Chief Accounting  
Officer, EVP, and  
interim CFO



**Jay Grant**  
Chief Legal  
Officer



**Samantha Jacobson**  
Chief Strategy  
Officer and EVP



**Vivek Kundra**  
Chief Operating  
Officer



**Anders Mortensen**  
Chief Revenue  
Officer

## Board of directors

**Jeff Green**, Chairman, CEO, and Founder  
**Andy Cunningham**, President, Cunningham Collective  
**Samantha Jacobson**, Chief Strategy Officer and EVP  
**Omar Tawakol**, CEO and Founder, Rembrand  
**Drew Vollero**, CFO, Reddit

## Financials

For the latest quarterly financial results, visit [investors.thetradedesk.com](http://investors.thetradedesk.com)

## Employees

3,500+ worldwide

## Offices

Ventura (HQ)	Hamburg	Mumbai	Shanghai
Bellevue	Hong Kong	Munich	Shenzhen
Bengaluru	Irvine	New Delhi	Singapore
Boston	Jakarta	New York City	Stockholm
Boulder	London	Paris	Sydney
Chicago	Los Angeles	San Francisco	Taipei
Denver	Madrid	San Jose	Tokyo
Detroit	Melbourne	Seattle	Toronto
Dubai	Milan	Seoul	Washington, D.C.

## Clients

We help advertisers around the world plan, launch, and optimize digital advertising campaigns with industry-leading results. Our clients include advertising agencies and trading desks, brands and marketers, and businesses offering new services in real-time bidding. We provide a wide scope of resources and support

to empower our clients, including a comprehensive e-learning curriculum covering introductory to advanced topics in programmatic advertising. Our commitment to client success is at the heart of everything we do — proven by our more than 95% client retention rate for the past 12 years.

## Company culture

We're uncompromising when it comes to prioritizing our people and our culture above all else. The values we share as a company — including grit, generosity, and openness — are not only at the heart of who we are, but also define how we do business. That's why we're proud to be recognized year after year as one of the best places to work by numerous organizations and media outlets.

## Awards and industry accolades

- Forbes America's Most Successful Mid-Cap Companies, 2026
- TIME America's Growth Leaders, 2026
- Fortune 100 Fastest-Growing Companies, 2025
- Newsweek America's Greatest Companies, 2025
- Newsweek America's Greatest Workplaces, 2025
- Newsweek America's Greatest Workplaces in Software & Technology, 2025
- Forbes America's Best Companies to Work For & Invest In, 2025
- Gartner Peer Insights Customers' Choice for Ad Tech, 2020, 2022, and 2025
- Financial Times The Americas' Fastest-Growing Companies, 2024
- Institutional Investor Awards Most Honored Company, Best CEO, Best Company Board, Best IR Program, Best IR Professional, Best IR Team, Best Analyst Day, 2024
- U.S. News & World Report Best Company to Work For, 2024
- AdExchanger Top Women in Media & Ad Tech, 2024
- MM+M 40 Under 40, 2024
- Retail TouchPoints 40 Under 40, 2024
- Business Insider Rising Stars of Adtech, 2023 and 2024
- U.S. News & World Report Best Companies to Work for in Media, 2023 and 2024
- #5 WayUp Top 100 Intern Programs, 2023
- Fortune Best Workplaces in Technology, 2023
- Fortune Best Workplace for Millennials, 2023
- Great Place to Work Certification 2023: USA, CAN, U.K., IT, DE, SP, FR, JP, TWN, HK, SG, CN, AUS, 2023
- Digiday Video and TV Awards - Best TV/ Streaming Ad Sales Product of the Year, 2023
- Marketing Excellence Awards Singapore, 2023
- Stevie Award for Customer Service Success, 2023
- Quadrant Knowledge Solutions SPARK Matrix for Ad Tech - Technology Leader, 2022, and 2023
- Adweek 50, 2022 and 2023
- Top Women in Media and Ad Tech, 2022 and 2023
- Business Insider Hottest Adtech Companies, 2022
- BIG Innovation Award for Technology Product, 2022
- Sales and Marketing Technology Awards, Top Product of the Year, 2022
- Forbes Global 2000 List, 2022
- Stevie Award for Great Employers, 2022
- Leader, Gartner Magic Quadrant for Ad Tech, 2021 (three years in a row)
- #1 in Campaign Piloting, Gartner Critical Capabilities report, 2021
- #1 in Media Plan Creation, Gartner Critical Capabilities report, 2021
- #1 in Campaign Result Analysis, Gartner Critical Capabilities report, 2021
- Fortune 100 Fastest-Growing Companies, 2021
- Fortune Future 50 List, 2021
- Fortune 100 Best Medium Workplaces, 2021 (five years in a row)

## Philanthropy

Strategic corporate giving partners to



## Product portfolio



### Demand-side platform

The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns



### Koa™

Powerful artificial intelligence that enhances decisioning so you can extend audience reach and spend more efficiently



### Planner

Comprehensive tool for developing data-driven media plans using audience insights and accelerating campaign performance from the start



### Data management platform

A unified solution for onboarding and managing advertiser data, purchasing third-party data, and customizing audience models for activation



### Publisher management platform

Flexible and centralized solution for managing first-party direct deals and leveraging a robust third-party deal library



### Enterprise APIs

Everything you need to build a customized omnichannel bidding platform, whether you're new to real-time bidding or looking to be more competitive in the market

## Contact us

[thetradedesk.com](https://thetradedesk.com)

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