

# ADWEEK

## Ex-Googler Takes Reins at Media6

Oct 7, 2009

- Brian Morrissey

**NEW YORK** Former Google executive Tom Phillips is taking over as CEO of social targeting company Media6, replacing ex-Microsoft exec Joe Doran.

Phillips (shown) was named chief executive of the New York-based company, which targets ads based on people's social networking behavior. He replaces Doran, who was named CEO of Media6 in May 2008 after serving as a top Microsoft advertising executive. Doran will serve as an advisor to the company, Media6 said.



Phillips left Google in July after serving as its director of search and analytics. In his three years at the company, his roles included leading the DoubleClick integration and overseeing Google's ill-fated effort to sell print advertising in newspapers and magazines. His prior executive roles included serving as CEO of Deja.com and publisher of Spy magazine.

Mining affinities for marketing purposes is an enormous opportunity, Phillips said, particularly as marketers look for the type of performance they get in search in display advertising.

"It's got search-like potential. I'm not saying Media6 is the next Google yet, but the arena has search-like potential," he said.

Media6 mines data from social networking platforms that it then pairs with marketer data. This way, it can extend a marketer's efforts to retarget advertising to people who have visited its site to that person's social group. Media6 also runs broader campaigns on customer social groups.

Phillips compares the two methods to marketers running search campaigns on both branded terms, which yield the best results, and generic terms, which have greater scale.

"There's a huge, huge untapped potential market for advertisers who are trying to make digital marketing work for them," he said.

Media6 has raised \$10 million in venture financing. Doran's exit follows that of co-founder Dave Honig, who departed the company in July.