



Michael S. Zaneis  
Vice President, Public Policy  
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Mike Zaneis is the Vice President of Public Policy for the Interactive Advertising Bureau (IAB). Mike joined IAB in January of 2007 and is the head of the Washington, D.C. office. In this role he develops and manages the interactive advertising industry's legislative, regulatory, and policy-making agenda. Mike runs IAB's Public Policy Council, comprised of over 60 leading internet and media companies, and serves as the Treasurer for the IAB Political Action Committee. He represents the industry before the United States Congress, federal regulatory agencies, state legislatures, and at public conferences. Prior to joining IAB, Mike served as Executive Director of Technology and E-Commerce at the U.S. Chamber of Commerce, the world's largest trade association. As the chief technology and telecommunications lobbyist, he oversaw issues affecting the business community pertaining to online and consumer privacy, data security, telecommunications, intellectual property, counterfeiting, piracy, and e-commerce. Mike has worked in the political arena since 1995 and has engaged in government affairs at the local, state, and federal levels. He received his bachelors degree from Michigan State University and both his Juris Doctor and Masters in Public Policy from Georgetown University.

About the IAB:

Founded in 1996, IAB represents over 375 leading interactive companies that actively engage in and support the sale of interactive advertising, including companies such as AOL/TW, AT&T, CBS, Comcast, Cox, Facebook, Google, Microsoft, NBC Universal, NewsCorp/MySpace, Verizon, Walt Disney Internet Group, and Yahoo. On behalf of its members, the IAB is dedicated to the continuing growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB evaluates and recommends standards and practices, fields interactive effectiveness research, and educates marketers, agencies, and media companies, as well as the wider business community, about the value of interactive advertising.