



# ASSOCIATION NEWS

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## **FOR IMMEDIATE RELEASE**

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## **HAROLD GELLER NAMED SENIOR VICE PRESIDENT, AAAA DIGITAL INITIATIVES**

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### **Media Veteran Brings 25 Years Agency and Technology Experience**

**Jan. 16, 2007, New York, NY ... O. Burtch Drake**, president and CEO of the AMERICAN ASSOCIATION of ADVERTISING AGENCIES, today announced the appointment of **Harold Geller** to the position of senior vice president, AAAA digital initiatives, effective immediately.

In this newly created position, Geller is responsible for all AAAA digital initiatives, including promotion and sales of Ad-ID™, the industry-wide standard for digital identification of advertising across all media platforms, as well as ebiz for media, the AAAA's initiative to develop a purely electronic exchange between media buyers and sellers.

“Throughout his career, Harold has been a vocal advocate for technology in agency business, and I'm pleased that he has joined the AAAA at this critical time in the development and implementation of the Association's various technology initiatives,” said Drake.

Geller comes to the AAAA with extensive agency systems experience in both the United States and Canada, most recently serving as senior vice president, eBusiness solutions, at ConfirMedia, where he worked closely with advertisers, agencies and broadcasters to develop innovative ways to use technology in the area of commercial verification. Previously, Geller worked at AAAA member agencies, including MindShare, Ogilvy & Mather, and McCann Erickson, where he was instrumental in the implementation of technology solutions to improve client-agency relationships.

### **About the AAAA**

The AMERICAN ASSOCIATION of ADVERTISING AGENCIES is the national trade association of the advertising agency business. The 1,196 member agency offices it serves in the United States employ 65,000 people, offer a wide range of marketing communications services, and place 80 percent of all national advertising. The management-oriented association helps its members build their businesses, and acts as the industry's spokesman with media, government, and the public sector. For more information, visit [www.aaaa.org](http://www.aaaa.org).

**About Ad-ID**

Advertising Digital Identification, Ad-ID, is a Web-based system that generates a unique identifying code for each advertising asset, enabling advertisers, agencies and the media to improve upon current ad-related processes and capitalize on emerging technologies and marketing opportunities. Developed by the AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES and the Association of National Advertisers, Inc., Ad-ID replaces all other methods used to identify advertising assets. For more information, visit [www.Ad-ID.org](http://www.Ad-ID.org).

**About ebiz for media**

ebiz for media is an industry initiative to allow advertising industry transactions across all media—from avail to invoice—to take place seamlessly and instantly on a machine-to-machine basis with its trading partners through a common network of communication protocols. ebiz for media is an initiative of AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES, with the participation of trade associations across the industry, including Cabletelevision Advertising Bureau, Interactive Advertising Bureau, Magazine Publishers of America, Newspaper Association of America, Outdoor Advertising Association of America, Radio Advertising Bureau, Syndicated Network Television Association and Television Bureau of Advertising. For more information, visit [www.ebizformedia.com](http://www.ebizformedia.com).