



Adam Schenkel

SVP, Global Commercial Development

Adam is the Senior Vice President, Global Commercial Development, with responsibility for programmatic advertising, international markets, and business development at GumGum. He has been with GumGum since 2013, founded the Programmatic Department at GumGum, and has been a member of IAB's Programmatic Council since 2014. Adam also developed the first custom in-image programmatic offering to be transacted at scale through real-time bidding.

Previous to GumGum, Adam graduated from Arizona State University in 2010 with a business degree, and then spent three years working at United Talent Agency where he worked on reality television and celebrity licensing and endorsement deals. Adam currently lives in Brentwood, California and is an avid sports fan who enjoys playing golf and traveling when he is not working.

