



Long Time Technology and Public Policy Veteran, David LeDuc, Joins the NAI as Vice President, Public Policy

Ellie Matthews also joins the NAI team bringing marketing and social media knowledge to the expanding team.

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Washington D.C. – The Network Advertising Initiative ([NAI](#)) is excited to announce that David LeDuc will be joining the staff today as Vice President, Public Policy. David joins the NAI from the Software Information Industry Association (SIIA), where he served as Senior Director, Public Policy. In his career at SIIA, spanning nearly two decades, David developed a wealth of experience representing the top technology companies before Congress, Administrations, and international policymakers.

David is excited to bring to the NAI his knowledge and years of experience working on behalf of the SIIA's members on issues of privacy and data security, cybersecurity, telecommunications, immigration, and tax policy. At the SIIA, he led legislative and regulatory advocacy campaigns, forming coalitions and directing SIIA's participation with other industry efforts. "Now more than ever, the NAI can play a critical role in educating and empowering consumers to make meaningful choices about their data. I look forward to helping the team engage with policymakers to ensure that digital advertising continues to drive strong economic growth, employing millions of Americans and providing transformative benefits for consumers." David is eager to influence positive policy outcomes at this critical time for the AdTech industry.

Another addition to the NAI this September is Ellie Matthews. As Coordinator of Marketing, Social Media and Administration, she is energetic and excited to work hard to support the NAI in a number of areas. As a creative person, with experience working for multiple integrated marketing companies, she is prepared to bring unique ideas to the table that will help influence the NAI's thinking. She is a recent graduate from Virginia Tech with a degree in Multimedia Journalism and a minor in Political Science. "I am thrilled to start my career working for such an impactful organization. I look forward to using my

creativity and digital marketing knowledge to not only grow in this position but also enhance the NAI's public communications."

"I am thrilled to be adding incredible new assets to the already strong NAI team," says NAI's President & CEO Leigh Freund. "Commitment to strong and responsible privacy principles are more important than ever for our member companies and communicating this commitment to both policymakers and consumers is an absolute priority. David and Ellie are perfectly poised to help NAI demonstrate the value of strong self-regulation and consumer friendly privacy practices." Both David and Ellie will be hitting the ground running early this September, so be sure to keep an eye out for their upcoming NAI achievements.

Questions or comments, please contact: Ellie@networkadvertising.org