

Nick Pahade is currently as the CEO of Crowd Here, a company he has recently incubated. Nick brings nearly two decades of leadership experience across media and digital agencies, e-commerce, and technology platforms with a common focus on unlocking the power of technology as part of an integrated approach to media. As a pioneer of digital marketing with over 17 years' experience across media and digital agencies, e-commerce and technology platforms - Nick brings a wealth of creative thinking and a long resume of innovative communications solutions. Spearheading Crowd Here's efforts to address the surging demand for video content that specifically delivers an authentic voice that is well-produced, Nick provides the vision, experience, and proven leadership needed to accelerate its growth and goal to become the industry's leading social video content community and platform.

Prior to starting Crowd Here, Pahade was brought in to restructure Poptent and ultimately led the merger with Vizio. Previously, Nick was the President and Chief Executive Officer at Initiative North America, one of the Interpublic Group's (NYSE: IPG) two worldwide media networks and part of the company's Mediabrands unit. At Initiative, Nick's specific responsibilities were for the agency's U.S. and Canadian operations. Prior to Initiative, Nick was with digital media management

platform Traffiq, where he also served as their CEO. Among his many accomplishments, Nick was a driving force behind the success of Traffiq's unique offering that provides media buyers and vendors with a single trading, planning and optimization platform.

Prior to working at Traffiq, Nick was President of True Action - part of e-commerce and online tech provider GSI Commerce. During his tenure with TrueAction and GSI he was credited with building the company's digital marketing services division into a leading full-service organization and a highly profitable division that was later acquired by eBay. Nick also served as President of Denuo, Publicis' digital and futures practice and led digital development for Publicis Groupe Media. His impressive career in digital marketing also saw him co-found Beyond Interactive Inc. which he successfully sold to Grey Global Group/WPP.

Pahade has been recognized by MEDIA Magazine as one of the "Top 50 People to Know in Interactive Marketing". He was also named an Online All-Star by MediaPost and was included in Advertising Age's coveted 40 under 40 list. He is also active in the venture capital area serving in both an advisory role and angel investor to a variety of industry start-ups.

Nick received a Bachelor of Science in Bio-Psychology and Marketing from the University of Michigan.