

Executive Bios



George John
CHIEF EXECUTIVE OFFICER

George John has built a successful career by consistently generating insights and profits for marketers by analyzing huge amounts of historical data to predict response rates and target messages – helping Kraft sell more Miracle Whip, Amazon.com sell more books and Wells Fargo sell more financial services. Prior to co-founding Rocket Fuel, he led teams building high-tech systems to optimize marketing at Yahoo!, salesforce.com, Epiphany and IBM in roles spanning engineering, marketing, sales and executive management.

As a senior director for behavioral targeting and personalization at Yahoo!, his teams delivered systems to optimize marketing spend and personalize content and ads, helping advertisers see up to 400% lift in click-through and conversion rates, driving a major site to number one in comScore rankings, and delivering hundreds of millions in revenue.

At salesforce.com, he led product initiatives in dashboards and analytics that monetized significant deals for the company and sparked community initiatives including what manifested into the successforce user forums. As employee number thirteen at Epiphany, he created a suite of uniquely usable and scalable data mining tools and helped grow from \$0 to \$127 million in revenue and an IPO within three years. Prior to Epiphany, he was the first senior data mining analyst in the Global Business Intelligence Solutions division of IBM where he built a team and worked as a liaison between the research, consulting and software groups.

He has served on the boards of CafePress, Enviz, Quindi and Intelligent Results, advised the National Science Foundation, and volunteered with the American Institute for Health Education. He earned a bachelor's degree, master's and doctorate in the department of computer science at Stanford University.

During his graduate studies, he co-authored a seminal paper on relevance that became one of the top-ten most-cited papers in AI, won a National Science Foundation fellowship, and worked for NASA in the summers where he earned his "rocket scientist" credentials.



Richard Frankel
PRESIDENT

Richard Frankel's passion for creating successful customer-focused businesses has been honed by more than 15 years of Internet advertising experience and notable contributions that helped build several high-profile Internet pioneers into multi-million dollar business including NetGravity, DoubleClick and Yahoo!.

Prior to co-founding Rocket Fuel, he was instrumental in helping Yahoo! grow their behavioral targeting advertising from an experiment into a department generating \$280 million in revenue. Prior to Yahoo! he was a general manager at DoubleClick who helped usher in a customer-centric approach to a publisher business, ensuring that customers achieved their goals through the Internet boom and bust. Prior to DoubleClick, he was with NetGravity, the company that developed the Internet's first commercial ad server, where he was instrumental in building NetGravity's customer service organization into a profitable business. He earned a bachelor's degree in engineering from Princeton University, and master's degrees in English and classics from the University of California at San Francisco.



Abhinav Gupta
VICE PRESIDENT
OF ENGINEERING

Abhinav Gupta has built a career as a truly insightful technical mind focused on delivering huge value for massive-scale systems – ones with transactions reaching one-thousand times the NASDAQ trading volume.

Prior to co-founding Rocket Fuel, he was an engineering director at Yahoo! where he led the development of their next generation behavior targeting platform. As a founding member of the behavioral targeting group at Yahoo!, he helped cultivate a start-up environment building the team and platform from scratch and won the coveted "Super Star" award – the highest accolades Yahoo! presents to employees. He also incubated the recommendations platform used by Yahoo! Travel, Real-Estate, Shopping and Autos, helping to boost Yahoo! Shopping to number one in comScore rankings. Prior to Yahoo!, he was a principal member of technical staff at Oracle working on a variety of projects implementing data warehousing and OLAP functionality in the database server. He also worked with customers having Terabytes of data helping Oracle Consulting reach performance goals on key customer projects. He holds a B. Tech in computer science from the Indian Institutes of Technology (IITs) and a master's degree in computer science from the University of Wisconsin. He has co-authored almost twenty patents in the areas of database queries and optimization, behavioral targeting and Web-based user analytics. He also co-authored the paper that won SIGMOD-2003 best paper award.



Mark Torrance
CHIEF TECHNOLOGY OFFICER

Mark Torrance is driving the company's core technology development around predictive modeling and optimization for real-time bidding. Torrance studied Artificial Intelligence at Stanford and MIT, where in 1994 he left his PhD and academic career behind to blaze a trail of entrepreneurship on the newly-emerging World Wide Web.

He started StockMaster.com as a hobby, then traffic quickly grew and it became the largest stock quote site on the planet. His startup was one of the first and largest customers of the DoubleClick ad network. The technology team at Rocket Fuel is building exactly the kind of rocket science for automated campaign management and optimization that he wished for as a publisher, and exactly the technology that he's personally very excited about given his background in AI and Robotics, and the opportunities he sees to boost the effectiveness of online advertising with these technologies. Torrance holds a Bachelor of Science degree in symbolic systems from Stanford University and a Master of Science (S.M.) degree in electrical engineering and computer science from the Massachusetts Institute of Technology.



Eshwar Belani
**VICE PRESIDENT OF PRODUCTS
AND BUSINESS DEVELOPMENT**

Eshwar Belani is responsible for defining the vision and developing Rocket Fuel's brand, direct response, social, and vertical product families. In addition, he leads the development of strategic relationships with Rocket Fuel's data, technology, measurement, analytics, and vertical partners to create a robust suite of offerings for digital advertisers.

Prior to Rocket Fuel, Belani was the founder and CEO of Sensact Applications, a Silicon Valley based company focused on building solutions that create smart physical environments. At Sensact Applications, Belani formulated the business plan, raised financing, recruited a cross-border team, and delivered the first set of innovative wireless applications which are used on a daily basis in commercial building facilities.

Prior to founding Sensact Applications, Belani was part of Epiphany's (NASDAQ: EPNY) Product Management team and worked on product strategy for Epiphany's Marketing and Analytics products. Eshwar was responsible for defining the vision, product roadmap, and technical requirements for Epiphany's campaign management, data mining, interaction optimization, and intelligent decision management product offerings.

Prior to joining Epiphany, Belani was the co-founder and CTO of iLeverage (acquired by Epiphany in 2000), a company that built marketing and collaborative selling solutions for online retailers. At iLeverage, Eshwar recruited, led, and managed a team of engineers to deliver the software infrastructure for a real time, high performance, scalable, and secure network that facilitated promotional, cross-deal, and meta-market transactions across businesses. Prior to iLeverage, Belani worked as a development engineer in the Application Server Group at Oracle.

Belani holds a MS in Computer Science from University of California, Berkeley, Management of Technology from University of California, Berkeley, and a B.Tech in Computer Science from the Indian Institute of Technology (IIT), Madras. He has authored several academic publications and holds six patents.



Jarvis Mark
VICE PRESIDENT OF ANALYTICS

Jarvis Mak is responsible for helping us advance our platform and continue to develop the analytic-based automation that we will need to be successful as more and more name-brand advertisers and agencies come join the fold. Mak helps bring more major brand advertisers onboard by delivering on the promise of advanced advertising capabilities and dramatically improved results.

Previously, Mak was with Havas Digital as a senior vice president and global director of research & insight, responsible for working with clients worldwide to help guide communication strategy through an insights-driven approach. Mak originally joined Havas Digital as head of research for Media Contacts in the US. Before joining Media Contacts, he was with DS-IQ, a marketing services firm in retail digital media, translating in-store campaign results into recommended targeting and optimization strategies. Prior to DS-IQ, Mak was at Yahoo! where he provided insights and solutions to key retail and travel clients. Mak also served as a director of analytics for Nielsen//NetRatings, where he spearheaded the MegaPanel research effort and managed the custom research team. Jarvis received his bachelor's degree in molecular and cell biology from UC Berkeley.



Calton Chan
SENIOR VICE PRESIDENT
OF SALES, US

Calton Chan brings the right energy and experience to lead the US sales team and help grow our customer base of media agency and premium brand advertisers throughout the US. Calton Chan brings more than 14 years of online advertising, marketing and sales management experience to his role at Rocket Fuel.

Most recently, Chan held the position of vice president of sales at interCLICK, a behavioral online ad network. Prior to interCLICK, he was managing director, Eastern region, at BrightRoll, one of the largest online video advertising networks. While at BrightRoll, Chan was responsible for expanding the company's East Coast operations, and was instrumental in growing the company's customer base and significantly increasing market share. Prior to BrightRoll, Chan was the vice president of agency sales at ContextWeb, a leading contextual ad network and exchange. During his time at ContextWeb, Chan was influential in building partnerships with leading digital agencies that helped boost large scale revenue growth for the company.



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