



**madsense**

# **Gary Herman**

## **Founding Partner**

Gary Herman is a seasoned media executive with over 25 years of experience in network cable TV ad sales and adtech product development. His career includes leadership roles at CBS TV Group, Scripps Networks and Tennis Channel.

Transitioning to digital media a decade ago, Gary has developed a deep understanding of the broadcast-digital intersection, leveraging data to enhance audience engagement and advertising strategies.

Gary is a co-founder of Duration Media, a digital adtech company and co-inventor of US patent, Technologies for Content Presentation. He played a pivotal role in evolving madSense from an adtech venture into an AI-driven data research company, focusing on proprietary AI pipelines and nuanced semantic analysis. With a passion for data-driven insights, Gary continues to bridge traditional and digital media, creating cutting-edge solutions for the advertising and marketing industries.

For interviews or Q&A please contact the madSense PR /RedRobin Ventures Robin Dhara & Kim Visser

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