



## Advertising or Content?

An FTC Workshop on Native Advertising

# Bios Addendum

### Jon Carmen

Jon Carmen is the Senior Vice President of Operations of Adiant, a pioneer and leader in online content-style advertising. Adiant's Adblade and IndustryBrains networks place their NewsBullet® ads on the Web's largest news and financial portals and reach of over 250 million monthly unique users. Prior to joining Adiant six years ago, Mr. Carmen was Head of Agency Relations at Pulse360. In the late 1990's, he had instrumental roles at Furniture.com and VideoShare, two venture backed, Boston-based, start-up companies.