



## Chris LaSala

### **Biography**

Chris LaSala is Director, Mobile Partnerships at Google. With over a decade of experience, Chris LaSala is a seasoned veteran in the digital media space. Chris currently heads Google's mobile publisher business development efforts where he works with established media brands as well as the emerging mobile application developer community. Prior to this role, Chris led a channel program aimed at delivering Google's advertising solutions to local business, and has also previously led Google's North American advertising agency strategy.

Prior to joining Google, Chris was the director of business development at Looksmart, where he was responsible for developing partnerships for the distribution of LookSmart's advertising and search solutions. Prior to Looksmart, he was a strategy development consultant at Strategic Decisions Group, where he advised clients in the energy and technology industries on making multi-billion dollar investments. Chris began his career as a public accountant at Coopers & Lybrand.

Chris is an active leader in industry associations having held leadership roles in Search Engine Marketing Professionals Organization (SEMPO) and the Interactive Advertising Board (IAB), and is a frequent speaker at industry events including Kelsey Conferences, AdTech, ADM, and Appnation. Chris currently sits on the board of the IAB's Mobile Center of Excellence.

Chris holds a bachelor of science from Boston College and an MBA from Duke University (Fuqua), and is a registered CPA with the State of Colorado (inactive status). Outside of work, Chris volunteers his time with Fuqua's Center for Media, Entertainment & Technology (CTEM) and holds the position of Vice Chairman of the Economic Development Commission in his home town of Fairfield, Connecticut, where he resides with his wife and two children.