Tapad CEO and Founder Are Traasdahl (@aretraasdahl) has more than 17 years’ experience in mobile and digital content. He is a frequent contributor for outlets such as CNBC and Bloomberg News, and he has been featured in Forbes, the Wall Street Journal, Ad Age and other major news outlets. He was recently named Nordic Startup Awards' Founder of the Year in 2016 and EY Entrepreneur of the Year in 2014. Traasdahl also currently holds several board positions and heads Spring Capital, an investment holding company. Prior to Tapad, he founded Thumbplay, a mobile entertainment service that he grew to more than $100 MM in revenues in less than 3 years before he exited the company (the company, later acquired by Clear Channel, is now called iHeartRadio). He was previously a senior executive with Telenor Group, an international provider of telecom, data and media communications services.