



PubMatic Appoints Marketing Veteran John Petralia as Chief Marketing Officer to Accelerate AI-Driven Growth

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Appointment strengthens commercial leadership as PubMatic scales AI-powered advertising across CTV, mobile and omnichannel media.

NO-HEADQUARTERS / REDWOOD CITY, Calif.--(BUSINESS WIRE)--Feb. 12, 2026-- PubMatic (NASDAQ:PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced the appointment of John Petralia as Chief Marketing Officer.

Petralia will lead PubMatic's global marketing organization as the company scales AI-powered advertising technology across premium connected TV (CTV), mobile app, and omnichannel media. His appointment comes as publishers and brands move from AI experimentation to live, measurable execution – placing new emphasis on clarity, measurable performance, and trusted scalability.

His appointment follows PubMatic's recent expansion of its [commercial leadership team](#) and go-to-market organization. Together, these moves position PubMatic to lead the next phase of AI-powered digital advertising, delivering performance and efficiency at scale.

"John brings deep experience aligning marketing, product, and commercial execution at moments of transformation," said Rajeev Goel, Co-Founder and CEO of PubMatic. "As demand accelerates for AI-powered performance and agentic execution, his leadership will help translate our technology leadership into broader market adoption and clear value for publishers and advertisers."

Petralia brings more than 25 years of marketing leadership experience, scaling growth across advertising technology and enterprise platforms. Most recently, he served as Chief Marketing Officer for Enterprise at Coursera, where he led marketing for the company's B2B education platform. Previously, he was VP of Marketing at The Trade Desk, building global acquisition marketing during a pivotal growth phase. Earlier in his career, he spent nearly seven years at Bloomberg, leading marketing for data analytics and media businesses.

"What drew me to PubMatic is the combination of technology leadership and market opportunity," said Petralia. "Advertisers and publishers need partners who can efficiently deliver measurable performance in an AI-driven advertising landscape. PubMatic has built that platform, from CTV monetization to supply path optimization. My focus will be ensuring the market understands how our technology translates into outcomes they can measure with confidence."

About PubMatic

PubMatic (NASDAQ: PUBM) is the leading AI-powered ad tech company delivering digital advertising performance. Through an intelligent, unified platform that connects buyers, publishers, data partners, and commerce media networks, PubMatic delivers superior performance with greater transparency, control, and efficiency.

Since 2006, PubMatic has pioneered every major advance in programmatic advertising, from enabling the first OpenRTB transactions to embedding AI-driven optimization and privacy-focused innovation across its platform. With omnichannel scale, proven reliability, and a track record of continuous innovation, PubMatic is building a more intelligent, profitable, and sustainable digital advertising ecosystem. Built to Connect. Powered to Perform

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