

# Al DiGuido

President and CRO



Al DiGuido serves as the President and Chief Revenue Officer of N6A and oversees sales and revenue, M&A, and strategic growth functions. Al is a visionary authority for staying ahead of the “New Digital Reality” and is a regular contributor to CNN, Fox Business News, CNBC, MSNBC, CBC, AdAge, Business Week, New York Times, ClickZ, and US News & World Report. In his illustrious career, Al has been called “an iconic leader in marketing,” and has a track record of building and scaling mid-sized and global companies across media, publishing and marketing service categories. Al first rose to prominence as the CEO of Bigfoot Interactive, where he and his team built one of the most advanced email technology platforms on the market. In 2005, he sold Bigfoot to Alliance Data’s Epsilon business unit for \$130 million and became the CEO of Epsilon Interactive. Under his leadership, Epsilon became one of the dominant email providers in the marketplace and expanded aggressively through acquisitions of DoubleClick and Big Designs. In 2007 Al became CEO of Zeta Interactive and realized his vision of transcending the solo email business to build an agency that helps marketers realize the full potential of integrated technology platforms, services, and strategies. Al began his career with Ziff Davis Enterprises, where he became the Publisher of Computer Shopper, a transformational print media publication during the PC boom of the 1980s and 1990s.