



2025 Press Kit

Table of Contents

1. Introduction
2. Company Overview
3. Mission and Vision
4. Key Services
5. Leadership Team Bios
6. Board Members
7. Strategic Partnerships
8. Recent Press
9. Contact Information
10. Media Assets

1. Introduction

Welcome to the AdGood Media Kit. This comprehensive package provides all the essential information about AdGood Foundation, a pioneering 501(c)(3) nonprofit organization transforming the way nonprofits access premium Connected TV (CTV) advertising. This kit is designed to assist media professionals in understanding our mission, services, leadership, and recent developments as we prepare for our official launch at the Consumer Electronics Show (CES).

[Status Letter](#)

2. Company Overview

Organization Name: AdGood Foundation

Legal Status: [501\(c\)\(3\) Nonprofit Organization](#)

Founded: 2024

Headquarters: Los Angeles, CA

AdGood Foundation empowers nonprofits by providing affordable access to premium CTV advertising inventory. By partnering with CTV publishers, we transform unused ad space into opportunities for social good, enabling nonprofits to amplify their messages and increase donations through high-quality ad placements that would typically be beyond their budget.

3. Mission and Vision

Mission Statement:

Our mission is to **level the playing field in digital advertising** by transforming unused CTV ad inventory into affordable opportunities for nonprofits. We aim to help these organizations expand their reach and impact while highlighting the positive contributions of the ad tech industry.

Vision Statement:

Secure donated ad inventory from publishers and offer it to nonprofits at a fraction of the cost.

4. Key Services

- **Affordable Access to Premium CTV Advertising:** Providing nonprofits with cost-effective ad placements on premium CTV platforms.
- **Publisher Partnerships:** Collaborating with CTV publishers to donate unused ad inventory, offering them tax deductions and positive brand association.
- **Creative Support:** Assisting nonprofits with ad design and creative services through partnerships with creative agencies.
- **Technical Integration:** Streamlining technical processes for publishers and nonprofits, utilizing platforms like SpringServe and Streamr.ai for ad serving and management.
- **Ad Manager:** AdGood's GenAI Ads Manager helps you create professional CTV ads in minutes.
 - Instant Ad Creation – AI generates a commercial based on your business details.
 - Smart Customization – Easily edit text, visuals, and branding by clicking the edit icon in the top right hand corner of the video player.
 - AdGood helps you reach the right audience on premium CTV content:
 - Geo-Targeting – Select by Country, State, City, or Zip Code to reach local customers.
 - Genre-Based Placement – Run your ad on News, Sports, Entertainment, Lifestyle, and more.
 - Interest-Based Audiences – Target Foodies, E-Commerce Shoppers, Wine Enthusiasts, and more.

5. Leadership Team Bios

Kris Johns, Founder and Chief Executive Officer (CEO)

[Kris Johns](#) is the CEO and Founder of The AdGood Foundation, dedicated to transforming unused advertising inventory into a powerful tool for social change. By leveraging global partnerships and advanced technology, AdGood empowers nonprofits with affordable and impactful Connected TV (CTV) advertising solutions.

With over 15 years of experience in media technology, Kris specializes in Streaming (FAST & AVOD), Monetization, and AdTech. His career has been driven by a commitment to innovation, growth, and impact, consistently achieving revenue growth and enhanced profitability through strong client relationships and strategic leadership.

A major highlight of his journey was developing AdPool into one of the largest CTV marketplaces, scaling it from scratch to over 5 billion+ avails monthly worldwide. During his tenure at Wurl, he led the launch of Content Discovery, the first CTV performance marketing platform focused on viewer acquisition and engagement—paving new pathways for streaming success. His contributions at Wurl, which was later acquired by AppLovin for \$430 million, and Maker Studios, acquired by Disney for

\$675 million, illustrate his role in supporting companies through transformative phases of growth.

Founding AdGood was a natural evolution, uniting his passion for social impact with a deep understanding of streaming and AdTech. Under his leadership, AdGood continues to innovate and lead in the digital advertising industry, delivering effective solutions that meet the evolving needs of clients and consumers alike.

Craig Heiting, Chief Revenue Officer (CRO)

[Craig Heiting](#) is Chief Revenue Officer, bringing over 20 years of experience in the entertainment, media, and technology industries. With expertise in commercial strategy, partnerships, and new media, Craig has a proven track record of driving growth and innovation across leading companies.

Most recently, Craig served as Head of Corporate Strategy at Wurl, where he helped shape the company's expansion in the digital video space. Previously, he led business development teams at Vubiquity and Deluxe, driving strategic partnerships in digital distribution and media services. He has also held leadership roles at Time Warner, Ericsson, and BigBand Networks, where he led teams to develop new business models and drive industry growth.

At AdGood, Craig combines his extensive experience with a commitment to social good. AdGood is a nonprofit organization focused on providing affordable advertising for nonprofits while allowing content companies and CTV platforms to donate unsold inventory while receiving tax benefits.

Through AdGood, Craig is proud to give back to the community at this stage in his career.

Based in Los Angeles with his wife and four children, Craig is actively involved in nonprofit work, currently serving on the Board of Voices Beyond Assault and having volunteered for Adaptive Spirit. Craig has also been inducted as a member of the Cable Pioneers.

Lana McGilvray, CMO & Public Relations Advisor

Lana McGilvray is the co-founder and CEO Of Purpose Worldwide, a communications consultancy that specializes in helping clients drive their purpose and growth.

McGilvray began her career as a public television writer in 1995, before serving in a variety of roles at Columbia University's Graduate School of Business, McCann-Erickson Worldwide, G-51 Capital and several digital technology companies she helped lead until they went public or were acquired. In 2006, McGilvray was the first and only non-founding principal of Blast PR, leading the agency to record growth and wins.

McGilvray's clients have included: AppLovin, AdGood Foundation, Civics Unplugged, Countable, Integral Ad Science, Jebbit, Kiswe, Leo Burnett Mexico for the people of Ecuador, MasterCard, New York Magazine, Salesforce, S4 Capital, SafeGuard Privacy, StackAdapt, Tiffany and Co., The Trade Desk, TVSquared, The Pope is Hope "Good is Winning" campaign, USAFacts and XR Extreme Reach.

McGilvray is a contributor to Ad Age, an Adobe Influencer and an advisor to The Club CMO, WeRGenZ and several purpose-driven startups. She is also co-chair of the ANA's Brand Purpose Committee and co-produces AdTech Economic Forum.

Syeda Nazifa Nawroj, Esq, Legal Counsel Advisor

Syeda Nazifa Nawroj, Esq. serves as legal Counsel for AdGood, leveraging nearly a decade of corporate law expertise to support nonprofits, start-ups and small to mid-sized businesses. Based in Silicon Valley, she specializes in corporate governance, Mergers & Acquisitions (M&A), equity and debt financings, and commercial transactions. Syeda is passionate about contributing to our communities and has a robust nonprofit practice as well. As the author of *Sell Your Start-Up: The Founder's Guide to Navigate and Win at M&A*, Syeda empowers entrepreneurs with practical insights to navigate complex business transactions. An advocate for diversity, she draws on her experiences as an immigrant, mother, and person of color to bring a unique perspective to her work.

6. Board Members

Yuval Fisher

[Yuval Fisher](#) is a recognized authority in IP video and monetization with more than 25 years of experience in video- and ad-related technology. He's authored a number of technical and academic books, as well as multiple publications and patents in a range of technical fields. He was one of the lead editors of the MPEG-4 Systems specifications and has participated in various technical and standards-setting organizations, including SCTE, ISMA, and MPEG-IF. Having held leadership positions at several start-ups, he's currently CTO at Wurl, where he is responsible for engineering, product, and support services. Yuval holds a Ph.D. in Mathematics and a master's in computer science from Cornell University.

Mark Garner

[Mark Garner](#) is Executive Vice President, & Head of GLOBAL FAST at A+E Networks. Mark's focus is on the monetization of A+E Networks' vast offering of owned and original content through partnerships with traditional and emerging content distribution platforms. He is also charged with optimizing A+E Networks' creative IP through new business initiatives, inclusive of co-productions, FAST channel development, podcasting and global expansion.

Prior to joining A+E Networks, Mark worked as an executive at several start-up ventures, including a satellite broadcast network based in Johannesburg, South Africa where he successfully built the network's distribution in 22 sub-Saharan countries. Prior to his time in South Africa, he led business development efforts for a direct-to-consumer, online automotive sales venture. Mark has also held positions at Lifetime Entertainment Services, MTV Networks and AT&T in sales, marketing and product management.

Mark has served as board member for profit and not for profit organizations including The Black News Channel (BNC) and the South Orange Performing Arts Center. He has also been active serving in

industry associations throughout his career, serving as a board member of MIPCOM's Diversity & Inclusion Committee, The Digital Entertainment Group (DEG), and CTAM (the Cable Television Association of Marketing). Early in his career he chaired and served on the executive committee of NAMIC, the media industry's leading organization for advocacy on behalf of people of color.

Jason Krebs

[Jason Krebs](#) is a media and technology leader, investor, operator and entrepreneur. As an operator Jason has been an executive at The New York Times, Conde Nast, The Walt Disney Company and Google. As an investor in numerous startups he has assisted in exits to companies including DoubleVerify and Applovin. He is an active advisor to numerous technology and media companies all over the world.

Russell Mathias

[Russell Mathias](#) brings a wealth of expertise to the board, drawing on 10+ years of experience within AdTech, where he has demonstrated a strategic vision and a commitment to driving meaningful impact.

With a strong background in finance and operations, Russell has held key leadership roles in Vungle (acquired by Blackstone), a leader in driving in-app advertising and monetization, and Wurl (acquired by AppLovin; NASDAQ: APP), who help power CTV with a platform for advertising, marketing, and distribution. Russell's deep understanding of AdTech positions him to provide valuable insights and guidance, helping to steer the company toward achieving its strategic goals.

7. Strategic Partnerships

Magnite and SpringServe

AdGood has selected SpringServe as its ad server partner, with support from Magnite. This partnership enables efficient ad serving and inventory management, essential for delivering premium CTV advertising opportunities to nonprofits.

Quote from Katie Evans, COO of Magnite:

"AdGood's purpose-driven platform will help nonprofit advertisers get their messages across to more audiences and gives CTV publishers the opportunity to make a positive impact through their ad space. It's a brilliant and meaningful offering, and it was an easy decision to help power the reach of the multitude of causes AdGood will help grow," said Katie Evans,

A+E Networks Collaboration and Inventory Donation

A+E Networks has committed to providing access to their inventory, significantly enhancing AdGood's ability to offer high-quality ad placements to nonprofits.

Quote from Tyler DeNicola, VP Programmatic Revenue and Partnerships at A+E Global Media

"At A+E Global Media, we're committed to using our content for good," said Tyler DeNicola, VP, Programmatic Revenue and Partnerships at A+E Global Media. "Our partnership with AdGood pioneers a new model of giving, one that's fully programmatic and built for scale. By donating premium CTV inventory, we're giving nonprofits unprecedented access to the kind of brand-safe, high-quality media that can truly amplify their missions and drive meaningful impact."

LG Ad Solutions Partnership

AdGood and LG Ad Solutions have joined forces to make premium Connected TV (CTV) advertising more accessible to nonprofits by leveraging LG Ad Solutions' unsold streaming inventory. This collaboration removes long-standing barriers for nonprofits to access premium video placements, offering them impactful ad opportunities, creative tools, and transparent performance metrics at a fraction of the traditional cost.

Quote Matt Knopf, Vice President, Publisher Partnerships at LG Ad Solutions

"For too long, nonprofits have struggled to access premium TV advertising," said Matt Knopf, Vice President, Publisher Partnerships at LG Ad Solutions. "CTV changes that. Through this partnership, we can enhance the viewer experience with mission-driven messaging and help nonprofits maximize awareness on the largest screen in the home."

Streamr.ai Partnership

[Streamr.ai provides AdGood](#) with advanced ad management capabilities, enhancing the efficiency and effectiveness of ad campaigns for nonprofits.

9. Contact Information

Media Inquiries:

Sydney Dennen
Director

Purpose Worldwide
PH 616.648.9176

Bella Hoffheins

Account Coordinator
Purpose Worldwide
Email: bella@purposenorthamerica.com
Phone: 571-209-0865

Website: <https://www.purposenorthamerica.com/about/>

Website: adgood.org

Social Media:

- Facebook: <https://www.facebook.com/61577951862999>
- Instagram: https://www.instagram.com/adgood_foundation
- LinkedIn: <https://www.linkedin.com/company/104856577>

10. Media Assets

A. High-Resolution Logos

- [AdGood Foundation Logos](#)

B. Leadership and Board Member Headshots

- [High-resolution headshots](#)

C. Brand Guidelines Document

- [Brand style guide](#)

D. Frequently Asked Questions (FAQ) Document

- [FAQ Sheet](#) addressing common questions from media professionals.

Conclusion

The AdGood Media Kit is designed to provide all the essential information and assets needed to effectively communicate our mission, services, and impact. We are excited about the opportunity to

collaborate with media professionals to amplify the reach of nonprofits and showcase the positive contributions of the ad tech industry.

For any additional information or specific requests, please do not hesitate to [contact us](#).