



Trevor Kaufman
CEO,
Piano



Trevor Kaufman is the CEO of Piano, a global software company that provides content monetization tools to digital publishers. Piano's suite of SaaS tools includes analytics, subscription commerce, and experience management. The company serves thousands of sites, including many of the world's top media businesses such as The Economist, Gatehouse, Condé Nast, Bloomberg, Bonnier, AOL, and NBC Universal. Piano was formed in 2015 as the result of a merger between Tinypass, where Kaufman had been CEO, and Piano Media, a larger European competitor.

Kaufman came to Tinypass in 2012 after serving as CEO of Possible, a 1,300-person global digital network he created within WPP, with clients including P&G, Google, Target, Starwood, and Bank of America. Possible resulted from the merger of several WPP agencies, including Schematic, a digital agency that Kaufman founded in 1999 and sold to WPP in 2007.

Prior to Possible, he served as co-president of Kaufman Patricof Enterprises (KPE) a pioneering digital agency co-founded in 1996 as a subsidiary of Grey Advertising. Kaufman's reputation is as an innovative and creative leader, and the teams he has brought together have won countless awards for their ground-breaking media and technology work, including Webbys, Emmys, and Cannes Lions, as well as top lists in OMMA, AdWeek, Newsweek, and other publications.