



Ian Ferreira
Executive Vice President,
WideOrbit



As Executive Vice President of Programmatic, Ian Ferreira is charged with building the WideOrbit Ad Marketplace as well as the supporting cloud-based services of the WideOrbit Platform suite.

Prior to joining WideOrbit, Ian was Director of Engineering at a Seattle based predictive analytics startup focusing on using distributed machine learning techniques for the financial industry.

Spending a decade at Microsoft, Ian owned the Tools and Publishing platform for the new MSN.com and Bing Windows and Windows Phone apps.

Prior to that Ian owned building the Windows Ads-in-Apps ad solution for Microsoft Display Advertising business. He led an engineering team focused on ad products for both the web and application platforms.

Before this role, Ian served as the chief architect for the Microsoft Ad Exchange (formally AdECN) helping build out the first federated RTB exchange technology, marketplace design and business strategy for scaling to the entire volume of the Microsoft remnant inventory.

Prior to focusing on Display, Ian led engineering teams working on Paid Search in Microsoft Bing Ads. His teams worked on products ranging from the redesign of the web user interfaces, the release of the first desktop client, external API frameworks to internal projects focused on developer efficiency and tooling. Ian began his career at Microsoft in 2004, working on building the internal Service Oriented Architecture management platform.

Before joining Microsoft, Ian was a Senior Project Engineer with Ogilvy Interactive™ in New York working on top brands' technology and advertising solutions after transferring from Ogilvy South Africa in 2001.

Ian earned a bachelor's degree in Electronic Engineering from the University of Stellenbosch, South Africa. He and his wife and 2 children live in Washington.