

Nicolle Pangis is a strategic advertising executive and board director with a reputation for building cutting-edge digital companies in programmatic video and television. Nicolle is the Vice President of Advertising at Netflix, leading the advertising business in North America. Formerly the Chief Executive Officer of Ampersand (owned by Comcast, Charter, and Cox Communications) and executive at several WPP companies, Nicolle has a reputation for leveraging data and building technology platforms to create advanced media and SAAS technology businesses. She was previously an Independent Board Director at Madhiv, having been brought on after a \$300M investment by Goldman Sachs in June 2023 to help guide the strategic vision of the company. After taking the helm at Ampersand in 2018, Nicolle transformed the company into one of the industry's most substantial advanced television players, capturing 75% of the addressable television market footprint in the US within a handful of years. Previously, Nicolle held roles at GroupM (Global Chief Operating Officer of the Technology, Data and Services Division), Xaxis (Global Chief Operating Officer and Global Chief Revenue Officer), and 24/7 Real Media and 24/7 Real Media Europe (President). Nicolle earned her MBA in Strategic Management and Marketing from Rutgers University and completed her BS in Communication with an English minor from Boston University.