President of the Acceptable Ads Committee

The Acceptable Ads Committee (AAC) is looking for a new President to lead it into the next phase of its evolution, from up-and-coming industry body to fully independent, well-organized, respected and visible standard-setting authority with actively engaged members striving to improve the Acceptable Ads standard for users and the industry. The AAC gives equal representation and voting power to members representing the digital advertising industry and members representing internet users. This includes stakeholders like the world's leading digital ads companies, as well as digital rights organizations, think tanks, universities, and everyday users of ad-blocking or ad-filtering technologies.This committee presides over the advertising standard that governs the Acceptable Ads ecosystem, which is used on over 225 million devices in the world.

Accordingly, the next president of the AAC will have a strong background in online advertising as well as in protecting internet users' rights, in order to foster and evolve the Acceptable Ads standard with changing industry requirements and user experiences.

This role offers the opportunity to establish a highly visible presence within the online advertising ecosystem, so the successful candidate will be an active thought leader who interacts regularly with industry leadership.

Key responsibilities

- Develop a strategic plan and roadmap for the AAC

- Develop a marketing and recruitment strategy for new AAC membership

- Develop and implement new funding model(s)

- Establish themself as a thought leader in the industry and advocate on behalf of the AAC and Acceptable Ads at relevant industry trade shows and conferences

- Develop formal relationships with other industry trade associations, and work to strengthen over time

- Manage multiple internal and external stakeholders

- Collaborate with the AAC's board to set a shared strategic research agenda that will govern and support the standard

Qualifications

- Able to deliver in a complex environment striking a balance between the needs of users, publishers, and advertisers

- Deep understanding of and experience in online advertising

- Deep understanding of and experience advocating for end-user experience and/or digital rights

- Experience with building out industry standards

- Strong network within the online advertising industry

- Ability and desire to elevate the AAC's public stature via representing the AAC at public events in the online advertising industry, e.g. giving talks at adtech conferences

- An aptitude for strategic problem-solving and project management

Additional information

- It is expected that this role will take up 24 hours per week. The time commitment may be flexible for the right executive.

AAC