



Viant Appoints Craig Abrahams to Board of Directors

August 10, 2026

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 10, 2026-- [Viant Technology Inc.](#) (NASDAQ: DSP), a leader in CTV and AI-powered programmatic advertising, today announced the appointment of Craig Abrahams to its board of directors, effective August 10, 2026.

"We're excited to welcome Craig to Viant's Board as an independent director," said Tim Vanderhook, CEO and Co-Founder of Viant. "Craig is an experienced entrepreneur, founder and executive with over 25 years of experience in technology and digital media. His business acumen and experience scaling a rapidly growing business organically and through strategic M&A will be instrumental as Viant enters a new phase of accelerated growth."

Craig Abrahams was previously a co-founder of Caesars Interactive Entertainment, a digital gaming business subsidiary of Caesars Entertainment. While at Caesars, he orchestrated the acquisition of Playtika, a leading mobile gaming company. He went on to lead Playtika as President and CFO, guiding the company through its strategic acquisition strategy that culminated in its sale for \$4.4 billion in 2016, one of the largest mobile gaming transactions of the decade and subsequently Playtika's IPO in 2021.

Over 15 years with the organization, through hypergrowth and more than 12 acquisitions, Craig helped build Playtika into a global business with games played by hundreds of millions of people worldwide. Earlier in his career, Craig held strategic planning and investment banking roles at The Walt Disney Company and Bear, Stearns & Co. He holds a bachelor's degree in finance from Indiana University and an M.B.A. from Harvard Business School.

"I've spent my career helping businesses scale through disciplined growth, and Viant's industry-leading arsenal of AI and CTV solutions is exactly the kind of opportunity I look for," said Craig Abrahams. "The advertising industry is at an inflection point, and Viant has built something special that meets the moment with real AI capability and a depth of proprietary data. I'm thrilled to join the board and partner with this team as the company enters its next phase of growth."

ABOUT VIAN

Viant Technology (NASDAQ: DSP) is an exclusively buy-side, AI-powered advertising platform purpose-built for CTV. Viant uniquely combines proprietary content intelligence, household-level identity resolution, and person-level attention signals to connect advertisers with real customers and drive measurable outcomes across the open internet. Through its award-winning AI solutions, Viant is building the future of autonomous advertising, where AI doesn't just assist the campaign, it delivers real results. Learn more at viantinc.com.

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Source: Viant Technology Inc.