

Dear AVIA Board Members,

Thank you for your consideration for a position on the Asia Video Industry Association Board of Directors.

PubMatic is a long term supporter of AVIA, and we are aligned in the mission to support the growth of the video industry in Asia. I would be honoured to serve on the board, and am confident that my current, and previous roles will enable me to contribute effectively to the association's mission and vision.

In my current role as Vice President of International Marketing at PubMatic, I oversee all marketing and communication efforts spanning the EMEA and APAC regions, ensuring a unified industry voice and cohesive marketing strategy. One of my key strengths lies in distilling complex information and technical solutions into compelling narratives for a broader audience.

If elected to the AVIA Board of Directors, I am committed to leveraging my skills, insights, and global perspective to contribute meaningfully to the association's goals. I believe my extensive background in international marketing, coupled with my experience in shaping and leading successful marketing teams, positions me well to provide strategic guidance and support for the association's initiatives.

I am passionate about the growth and development of the video industry in Asia, especially the nascent OTT / CTV advertising industry, and am eager to collaborate with fellow board members to drive innovation, foster industry collaboration, and address challenges collectively.

I very much look forward to further elevating AVIA's impact and influence within the dynamic and evolving landscape of our industry. I am honoured to be considered for this important role, and I look forward to the opportunity to contribute my skills and expertise to the continued success of the Asia Video Industry Association.

Thank you for your support.

Yours sincerely,

Emily Yri
Vice President, International Marketing
PubMatic