

**Alex Berger**

For the past 8 years Alex has driven product marketing as part of Adform's global team. With a focus on bringing adtech's complex narratives to mass audiences he sits at the intersection of the buy and sell side of the digital advertising landscape. With a passion for the meeting of humans and technology, Alex seeks to explore the rapidly evolving role of adtech in society and how it empowers human storytelling. He has a MA in Cognition and Communication from the University of Copenhagen and a BA from Arizona State University and the Barrett Honors College and previously held positions at IBG Fox and Fin Financial Group, and Colliers International. Alex is the author of Practical Curiosity: The Guide to Life, Love and Travel, Virtualwayfarer.com, the inventor of MistDefender, and an internationally recognized travel and landscape photographer.