

Geopath Press Kit | PR Contact Information & Senior Leadership Bios

PR Contact Information

For press requests, please contact our PR agency of record:



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Organization Description

Established in 1933, Geopath, originally the Traffic Audit Bureau for Media Measurement Inc., is a not-for-profit organization governed by a tripartite board comprised of advertisers, agencies, and media companies. Geopath's historical mission was to audit the circulation of out of home media in the United States.

Our organization has now expanded its historical focus. Geopath looks to the future with state-of-the-art audience location measurement, deep consumer insight, and innovative market research. We use state-of-the-art data, technology, and media research methodologies along with a holistic, integrated approach to provide powerful tools that measure and analyze audience location and show how consumers engage with out of home advertising.

Geopath is the industry standard that powers a smarter OOH marketplace.

Senior Leadership Team Bios



Dylan Mabin
EVP, Operations, Acting President

Dylan Mabin is an audience insights researcher who specializes in geoinformatics. Thirteen years ago, Dylan joined the Geopath team to expand the capabilities of the measurement body's geospatial data and infrastructure.

During his tenure at Geopath, Dylan has developed improved methods of quantify OOH audiences, from using wearable eye tracking technology to measure the exposure of unique ads on both standard and digital inventory, to incorporating crowd-sourced speed to reflect audience dwell time. Currently, Dylan has been the main architect of the new Geopath Insights and the visionary behind the ongoing evolution to a more granular measurement solution for the OOH Industry.

Dylan has a B.S. in Environmental Studies from The University of Virginia and brings a perspective of habitat and population analysis to the advertising world. Prior to coming to Geopath, Dylan worked as a geospatial consultant in the commercial, financial, and political arenas where he helped a wide range of businesses and organizations efficiently leverage geospatial information.



Scott Fiaschetti
EVP, Marketing

As the Senior Vice President of Operations and Strategy for Geopath, Scott is responsible for leading the transition to a more service-oriented organization as well as working with members to help them more strategically use the suite of ratings, data and insights that Geopath offers. He is also responsible for leading the education, and training of Geopath's new measurement system.

Scott brings a diverse background with more than two decades of experience that spans operations, research, strategy, and digital marketing. His experience working for both brands and agencies gives him an understanding of the unique needs of all members. Scott's work in the digital advertising space provides important insight into how consumer behavior is changing due to the proliferation of mobile devices and the attendant impact to OOH advertising.

Prior to joining Geopath, Scott most recently led the Strategy and Analytics practice for Questus, a digital ad agency, as Vice President of Insights and Strategy. He holds an MBA from Syracuse University and a BS in engineering from Clarkson University. He is also a Visiting Associate Professor in Management at the Pratt Institute in New York City since 2001.