

## CJ Affiliate by Conversant Names Waleed Al-Atraqchi as Next President -- Kerri Pollard To Become Advisor

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"This is the optimal time for Waleed Al-Atraqchi to join as CJ Affiliate's next President," said CJ Affiliate President, Kerri Pollard. "Today's marketers face constant change with more data and more technology than ever before. CJ Affiliate, backed by Conversant and Epsilon's best-in-class data capabilities, is poised to redefine affiliate marketing. Backed by Lisa Riolo, who recently returned to CJ as EVP of Customer Experience [[Press Release](#)], and our incredibly talented leadership team, Waleed is uniquely positioned to bring together people, technology and data to drive meaningful results for our clients."

Mr. Al-Atraqchi most recently served as President and CEO of Affinova, where he grew company revenue an average of 33% annually over the past nine years and expanded their global reach. Prior to joining Affinova, Waleed was President of Imagitas where he grew the company 25% annually. Previously, he held the leadership position of Senior Vice President of Sales at Catalina Marketing. Waleed started his career in brand management at Dypers and GlaxoSmithKline.

"I am extremely excited to be joining CJ Affiliate," said Waleed Al-Atraqchi. "For more than 15 years, Kerri Pollard has been synonymous with CJ. Her vision and leadership have built one of the largest and most successful affiliate marketing companies in the world; a company fiercely committed to delivering value for its advertisers, publishers and partners. The opportunity that lies ahead for CJ is significant so the ability to lead this next chapter is a privilege and truly exciting."

"I've known and worked with Waleed for more than 20 years and I'm convinced there is no better person to lead CJ Affiliate forward," said Conversant CEO, John Giuliani. "Finding a successor that has the vision, integrity and passion that Kerri has displayed over the past 15 years was a challenge. With experience in leading large teams along with utilizing consumer data to build differentiated, marketing solutions, Waleed was a clear choice for this role. These skills, combined with the affiliate experience of the CJ leadership team, create a powerful partnership benefiting the overall affiliate marketing landscape."

CJ Affiliate also announced that Kerri Pollard, previously President of CJ Affiliate, will remain involved in the business and assume an advisory role. She will focus her time on supporting Mr. Al-Atraqchi's transition and engaging closely with clients, partners and staff. Kerri Pollard served as President of CJ Affiliate since November 2007, after joining the company in 1999 as an Account Manager.

### **About CJ Affiliate by Conversant**

CJ Affiliate by Conversant (formerly Commission Junction) is the leading global affiliate marketing network, specializing in pay-for-performance programs that drive results for businesses around the world. The CJ Network helps to reach and connect with millions of online consumers every day by facilitating equitable, lucrative relationships between advertisers and publishers. Many of the world's most widely recognized and highly specialized brands run their pay-for-performance programs on CJ's platform. For more information, please visit [www.cj.com](http://www.cj.com).

### **About Conversant, LLC.**

Conversant, LLC. is the leader in personalized digital marketing. Conversant helps the world's biggest companies grow by creating personalized experiences that deliver higher returns for brands and greater satisfaction for people. We offer a fully integrated personalization platform, personalized media programs and the world's largest affiliate marketing network - all fueled by a deep understanding of what motivates people to engage, connect and buy. For more information, please visit [www.conversantmedia.com](http://www.conversantmedia.com).

Contact: Jessica Nable, [jessica.nable@epsilon.com](mailto:jessica.nable@epsilon.com), (203) 210-3125

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