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Biography

David Waxman, Co-Founder

David Waxman is co-founder of privately-held Spot Runner, Inc., the first Internet-based ad agency aimed at revolutionizing the way advertising is created, targeted, bought and sold.

Waxman and longtime business partner Nick Grouf have successfully built and sold two prior companies, PeoplePC and Firefly Network, both of which focused on harnessing the democratizing power of the Internet. Spot Runner continues that tradition by utilizing the Internet to give local businesses the benefit of the same powerful marketing tools previously available only to large national businesses.

Prior to launching Spot Runner, Waxman served as president and co-founder of Memento Press, a San Francisco-based retail consumer imaging company. He remains on that company's board of directors. He previously held several consulting positions in marketing and consumer imaging, including developing the consumer business for Powis Parker, Inc. and Ofoto, Inc., a Kodak company, where he was responsible for the company's marketing launch in the United Kingdom, Germany and France.

Before joining Ofoto, Waxman co-founded PeoplePC, Inc., which grew to become the fifth largest Internet service provider in the U.S., Dedicated to simplifying the process of joining the online world, PeoplePC served over 600,000 individual subscribers as well as Fortune 100 corporations such as Ford Motor Company, Vivendi Universal and Delta Air Lines, The New York Times and other Fortune 500 corporations. Waxman was involved with all aspects of the business until its purchase by EarthLink in 2002. In his role as VP of Marketing, Waxman led a successful \$40 million campaign which included television, direct, Internet and outdoor advertising.

Before he formed PeoplePC, Waxman co-founded Firefly Network and served as Creative Director. He was responsible for the look and feel and the overall user experience of Firefly's web properties. Firefly was acquired by Microsoft Corporation in 1998, and the Firefly Passport became the foundation for Microsoft's Passport and .Net initiatives.

Waxman holds an A.B. degree in music composition from the University of California at Berkeley and an S.M. degree from the Media Laboratory at the Massachusetts Institute of Technology.

