

Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name:	Michael S. Zaneis		
2. Your Title:	CEO		
3. The Entity(ies) You are Representing:	Trustworthy Accountability Group		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No X	
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.	None		
6. Please attach your curriculum vitae to your completed disclosure form.	attached		

Signature: _____



Date: _____

6/12/18

Michael S. Zaneis
President and CEO
Trustworthy Accountability Group

Mike Zaneis was appointed President and CEO of the Trustworthy Accountability Group (TAG) in July 2015, leading TAG's efforts to eradicate digital advertising fraud, malware, ad-supported piracy, and to increase transparency across the digital advertising supply chain. In its first year, the organization successfully launched programs to combat criminal activities in each of these areas and has garnered widespread support throughout the industry.

Prior to taking the helm at TAG, Mike served as the Executive Vice President and General Counsel for the Interactive Advertising Bureau (IAB). He created the organization's first Public Policy Office, headquartered in Washington, D.C. During his tenure, the IAB tripled its revenue and membership, and under his guidance, the Public Policy Office grew to become the leading voice for the digital advertising industry on legislative, regulatory, and legal issues. He often represented the industry before the United States Congress, federal regulatory agencies, international legislative bodies, and at public conferences. As General Counsel for the IAB, Mike oversaw internal legal operations of the organization and provided leadership on key judicial proceedings impacting the interactive advertising industry.

Prior to joining IAB, Mike served as Executive Director of Technology and E-Commerce at the U.S. Chamber of Commerce, the world's largest trade association. As the chief technology and telecommunications lobbyist, he oversaw issues affecting the business community pertaining to online and consumer privacy, data security, telecommunications, intellectual property, counterfeiting, piracy, and e-commerce. He received his bachelor's degree from Michigan State University and both his Juris Doctor and Masters in Public Policy from Georgetown University. Mike has served as an adjunct professor for Georgetown's McCourt School of Public Policy.

About the Trustworthy Accountability Group:

TAG was created to spur industry-wide improvement at an unprecedented scale, focusing on four core areas: eliminating fraudulent traffic, combating malware, fighting ad-supported Internet piracy to promote brand integrity, and promoting brand safety through greater transparency. For more information on TAG, please visit tagtoday.net.