



Julie Karasik

Director, Technology & Product

As the Director, Technology & Product at the NAI, Julie is responsible for the NAI/DAA central opt out, and has worked on several of its major upgrades. She works with member companies to onboard them to the opt out tool and diagnose problems if they arise. She lead the development and launch of the NAI email based (AMA) opt out. She also participates in several industry efforts collaborating on a post-cookie future in online advertising. Her background includes coding, managing servers, databases, and directing web design and development. Julie received a Bachelor of Science from Cornell University, where she was pre-med before deciding to pursue her interest in technology. She grew up in NYC, and is based in San Francisco.