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Steve Netzley **Global CEO, Edge Performance Network**

Steve is a graduate of the University of California, San Diego and is the founder of the largest Full-Service Performance Marketing agency in the world, Havas Edge, and the Global CEO of the only global Performance Marketing Network, Edge Performance Network (EPN).

From creating the first Direct Response commercials to air in the Superbowl (Cash4Gold 2009 and It's A 10 Haircare 2017), to the first multi-product performance marketing campaign (Clorox 2005), to the first +\$1,000 product sold direct to the consumer via television (Bowflex 1994), under Steve's leadership, Edge has continued to innovate and evolve the way companies and individuals establish, create, and maintain relationships with one another via video, print, and audio both offline and online. EPN agencies have helped shape performance marketing campaigns for brands such as Grubhub, Trip Advisor, Shark/Ninja, Cash4Gold, DraftKings, Sleep Number, St. Jude Children's Hospital, Save The Children, Sono Bello, Norton/Lifelock, Indeed.com, Plated, Citibank, Adobe, GiffGaff, LinkedIn, and VistaPrint.

In 2015, with the support of Havas and under Steve's leadership, All Response Media, Revenue Frontier, and Havas Edge aligned to become the Edge Performance Network. This brought together North America's largest Performance Marketing agency, Havas Edge, with Europe's largest Performance Marketing agency, All Response Media, and combined them with North America's largest performance media reseller, Revenue Frontier. This combination has allowed for better collaboration, partnership, and growth as clients from both Europe and North America sought to grow beyond the continents on which they started their performance marketing campaigns to become global businesses. The network was immediately embraced by clients such as Viking Cruises, Vista Print, Norton/Lifelock, Trip Advisor, and CashNet and through their support, the highly successful launch of Havas Edge France was realized in 2018 to meet the growing need of our EPN clients to establish a presence in this key European country. Through the launch of Havas Edge India in 2020 and the acquisition of Frontier Australia in 2021, the EPN has continued to grow in key performance marketing territories outside of EMEA and North America.

Steve's a frequent speaker at DMA and the PDMI, and he's widely considered one of the world's foremost authorities on direct-to-consumer marketing. In 2018, Steve was inducted into the Direct Response Hall of Fame as the youngest ever inductee. Steve serves on the President's

Council for the Colonial Williamsburg Foundation Board of Trustees, former Chairman of the Board of Trustees for Pacific Ridge School in Carlsbad California, and as a Director on the Board of Feeding San Diego, a member of Feeding America. He's a long-time TED member and an advisor to the TED Fellows program. Steve resides in Carlsbad, California with his wife, Ruth, and their sons, Luke and Nate.