



Leigh Freund

President & CEO

As President & CEO of NAI, Leigh Freund leads the organization's growth and helps set the agenda and strategic priorities. Leigh joined NAI in 2015 after an eleven-year career at AOL Inc., where she served as vice president & chief counsel for global public policy.

Leigh brings more than a decade of substantive expertise in privacy, advertising, and public policy in the digital sector to her work at NAI. She has first-hand knowledge of the tremendous contributions third parties have made in the digital advertising space and she is a passionate believer in strong self-regulation.

During her time at AOL, Leigh led the company's public policy efforts and was a leading voice on global digital and technology policy. Prior to that role, Leigh headed up the AOL advertising legal team and worked with AOL's privacy team to promote and develop responsible use and collection of data, and ensure compliance with the industry's self-regulatory programs.

Before joining AOL in 2004, Leigh worked at K&L Gates and on Capitol Hill with Rep. Fred Upton from her home state of Michigan.

Leigh holds an undergraduate degree in political science from Kalamazoo College and a J.D. from Georgetown University. She is an active participant in several industry organizations devoted to compliance with key regulatory initiatives and principles, including the Interactive Advertising Bureau (IAB) and Digital Advertising Alliance (DAA).



David LeDuc

Vice President, Public Policy

David is the Vice President of Public Policy at the Network Advertising Initiative (NAI), the leading self-regulatory association for the third-party advertising industry. In this position, David works closely with member companies and represents the industry to promote a strong and responsible ad tech industry. David is a veteran of IT and public affairs, with extensive experience representing technology companies before the United States Congress, federal regulatory agencies, and state legislatures. Prior to joining NAI, David was the Senior Director for Public Policy at the Software & Information Industry Association, where he led the Association's technology policy efforts for more than 15 years across a wide range of IT issues such as data privacy and security, cybersecurity, digital platform responsibility, and open data standards. David is a graduate of West Virginia University with a degree in political science.



Anthony Matyjaszewski

Vice President, Compliance & Membership

As Vice President, Compliance and Membership, Anthony Matyjaszewski leads the NAI team in conducting the NAI's annual compliance reviews of member companies, and manages the team in reviews and onboarding of new members. Anthony also oversees the drafting of updates to the NAI Code of Conduct and Guidance Documents, along with the NAI Board of Directors, culminating most recently in the publication of the 2020 NAI Code of Conduct. Prior to joining the NAI, Anthony researched and wrote about the issues at the intersection of law and technology. He has clerked at both the NAI and the International Association of Privacy Professionals (IAPP). Before pursuing his legal career, Anthony managed customer relations at an international travel company, where he played a key role in the transition from an offline to an online business model, focusing on data protection, web and email integration, and the implementation of an intuitive and customer friendly user interface.

He received his B.A. cum laude in Psychology from the University of Maine at Farmington, where he was a member of the Psi Chi Honor Society. Anthony earned his J.D. cum laude from the University of Maine School of Law. Anthony is a Certified Information Privacy Professional and is fluent in English, French, and Polish.



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.



Fatiha Tabibipour

Coordinator, Communications & Public Policy

Fatiha's experiences include working with professors at the Schar School of Policy & Government coding lengthy Virginia legislative bills to build a Virginia Legislative Database for researchers, law makers, and the public. Fatiha also worked as a Research and Communications intern at ABPA Institute where she helped advance relations with government stakeholders (i.e. Department of State, Department of Energy etc.) and built databases of Minority Serving Institutions to help create awareness about internship opportunities in the federal government.

Fatiha holds a B.A. in Government and International Politics from George Mason University.