**Antonio Drago, Senior manager, advisory services Silverbullet**

Antonio has more than 10 years of experience in the adtech world. With a strong technical background, he started his career in a data technology provider, Neodata Group, working in the development and integration of adserver, DMP, content delivery services and data analysis tool, as well as in client project management and support. Later, he moved to the data team of GroupM, the world’s leading media agency, where he was in charge of DMP implementation projects and data activation strategy for major Italian clients, as well as publishers.

Antonio joined Silverbullet in 2018 as a DMP expert to lead both platform implementation projects and data activation strategies for some major Italian brands such as Dolce&Gabbana and UbiBanca, and to help to develop the Italian market. Now he leads the global technical consultants team at Silverbullet as well as the Italian delivery team.