LiveRamp CEO Scott Howe Honored with IAB Service of Excellence Award for Visionary Industry Leadership

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SAN FRANCISCO--(BUSINESS WIRE)--Feb. 2, 2026-- LiveRamp (NYSE: RAMP) today announced that CEO Scott Howe has been awarded the Interactive Advertising Bureau's (IAB) Service of Excellence — Lifetime Commitment Award. Presented onstage at the 2026 IAB Annual Leadership Meeting, the award recognizes Howe's transformative impact on the ecosystem and his career-long commitment to innovation.

"As the industry's essential data collaboration network, LiveRamp's trajectory has been shaped by Scott's belief in open standards and collective progress," said Lauren Dillard, CFO, LiveRamp. "He has successfully navigated the industry's most volatile shifts, and is now doing the same for the AI era. Under Scott's leadership, we're excited to build a more intelligent, interoperable ecosystem where responsible data collaboration and marketing excellence go hand-in-hand."

As AI transforms the advertising landscape, Scott has led the call for standardization to make this growth sustainable, advocating for shared identity frameworks, clean room interoperability, and trusted measurement. Under Scott's leadership, LiveRamp developed additional standards for AI's rapidly-evolving role in the ecosystem, and donated them to the IAB Tech Lab to become part of its open-source agentic initiative. LiveRamp will remain a strong contributor to these standards to make it easy for the industry to get the most value from AI and drive better marketing results.

To hear more about LiveRamp's vision for AI and the future of data collaboration, join us at RampUp 2026. Learn more here.

About LiveRamp

LiveRamp is shaping the future of responsible data collaboration between the world's leading brands, retailers, financial services providers, and healthcare innovators. As consumers embrace new AI-driven experiences, the LiveRamp data collaboration network exponentially expands the breadth and accuracy of the data on which marketing AI capabilities operate, powering deeper customer insight and measurable performance on a global scale.

LiveRamp is headquartered in San Francisco, California, with offices worldwide. Learn more at LiveRamp.com.

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