# LiveRamp Appoints Commerce Media Pioneer Kristi Argyilan to Board of Directors

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SAN FRANCISCO--(BUSINESS WIRE)--Feb. 17, 2026-- LiveRamp (NYSE: RAMP), the leading data collaboration network, today announced that Kristi Argyilan has been appointed to the Company's Board of Directors.

Argyilan currently serves as Global Head of Advertising at Uber, where she is leading the expansion of the company's mobility and delivery advertising business. Argyilan is widely recognized as the pioneer of retail media. Before joining Uber, she served as Senior Vice President of Retail Media at Albertsons Companies, where she led the growth of Albertsons Media Collective and championed the industry-wide move toward measurement standardization.

Argyilan's appointment comes as LiveRamp accelerates its mission to scale the essential data collaboration network for AI, bringing fragmented signals together so marketers can move faster, improve results, and continue to collaborate with trust at the core.

"Kristi is a rare talent who didn't just participate in the retail media revolution—she wrote the blueprint for it," said Scott Howe, CEO of LiveRamp. "As commerce media matures into a critical pillar of the global economy, Kristi's deep operational expertise and visionary mindset will be invaluable. Her leadership will be pivotal as we accelerate AI-powered marketing to help our customers drive business growth and build enduring brand value."

"I have long admired LiveRamp for its unique position as the essential data collaboration network connecting the advertising ecosystem," said Kristi Argyilan. "Commerce media is entering a new era of maturity where success is defined by the strength of the network and the ability to drive and understand real-world actions. I am thrilled to join the Board and help LiveRamp continue to lead the industry in creating value through secure, trusted collaboration."

Argyilan's career includes serving as the founding President of Roundel, Target's retail media network that set the industry standard for leveraging first-party data, and holding executive leadership roles at IPG Mediabrands and Universal McCann. In addition to her executive roles, Argyilan serves on the Board of Directors for both Zefr and the Interactive Advertising Bureau (IAB).

**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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