



Seth Haberman Founder & CEO

Under Seth's vision and leadership, Visible World has emerged as a technology leader in the field of advanced video advertising by enabling new levels of automation and efficiency in the customization, targeting, trafficking and delivery of video ads.

Seth Haberman founded Visible World in 1999 to transform advertising production and delivery to achieve greater relevance and effectiveness.

Under Seth's leadership, Visible World was awarded the Technology & Engineering Emmy in 2007 for Development and Implementation of Automatically Assembled Dynamic Customized TV Advertising. Seth was featured for his pioneering thinking in Details Magazine's 2007 Mavericks Issue, as well as in Media Magazine's 2004 "Top 100 People to Know in Media." Seth's innovative approach to video advertising has been recognized by leading industry experts including Jack Myers, who identified Visible World as one of the top 25 media innovators of 2003. Seth has been featured as a speaker at The MIT Forum, the RVC Technology Conference, and at the ANA's Advertising Management committee meeting on "Innovations that Marketers Must Be Familiar With."

Prior to founding Visible World, Seth was Founder of Montage Group, where he invented and licensed seminal non-linear editing technologies to leading manufacturers such as Avid and FinalCut Pro. Montage's innovative work earned an Academy Award for technological achievement in 1987 and an Emmy Award in 1993.