



Benjamin Jankowski
Senior Vice President, Global Media
Mastercard

Ben Jankowski is the Senior Vice President, Global Media. In this role, he is responsible for managing the MasterCard investment in marketing communications. This includes working with our global, regional and local marketing teams as well as agency partners to drive engagement and preference among MasterCard's core constituents. Ben has helped drive business success with the investments; driving productivity, innovation and impact in a very competitive marketplace. He has led teams that have been recognized with multiple awards for our work around the world.

Prior to Mastercard, Ben held roles in virtually every part of the media agencies including planning and trading, domestically in the U.S. and China as well as running global business serving clients such as GE, Pepsico, Johnson & Johnson, P&G, among many others.

Ben is recognized in the marketing industry as a media leader and serves in leadership roles in industry groups such as Association of National Advertisers and World Federation of Advertisers among others. Ben is part of the new generation of marketers that is driving ownership and change on important media topics and this work has help shape some of the leading industry initiatives today including brand safety, cross media measurement, privacy among others.

Ben is a frequent speaker on industry events and has spoken at most every global media/ advertising event including Cannes Lions Festival, CES, DMEXCO, Festival of Media, Advertising Week in both the UK and US among many others.

Ben is also active outside work. He has helped multiple worthy charity raise for their important initiatives. He is also passionate about growing the next generation of media professionals through various efforts at Temple University, his alma mater.

