

## **Network Advertising Initiative Cultivates Compliance and Technology Specialization with 2014 Fellowship; Welcomes First Fellow Shaq Katikala**

**WASHINGTON, DC – February 7, 2014** – The [Network Advertising Initiative](http://www.networkadvertising.org) (NAI) today announced that it is offering a one-year compliance and technology fellowship for a highly qualified third year law student or recent graduate with an interest in the intersection of technology, advertising and policy. Its inaugural fellow, Shaq Katikala, is an accomplished recent graduate with technology expertise, who also had a hand in the creation of the fellowship.

2013 New York Law School graduate and Certified Information Privacy Professional (CIPP) Shaq Katikala replied to an NAI internship posting, inquiring about the possibility of an alternate arrangement for a recent graduate. Working closely with NAI President and CEO Marc Groman, Katikala helped to define a three-month part-time internship funded by New York Law School's Graduate Law Clerk program, which evolved into the one-year fellowship.

As a fellow, Katikala will have the opportunity to be involved with cutting-edge issues in advertising technology and work closely with the NAI senior staff, as they attend conferences, hearings and workshops with many of the most influential figures in the online advertising, technology and policy industry.

"It is part of the NAI's mission to strengthen the base of talent specializing in the field of technology in general, and in policy and self-regulation of the digital advertising space in particular," said Groman. "The future of the industry belongs to rising stars like Shaq, and through this Fellowship we aim to cultivate future privacy and policy professionals with real-world experience and deep technical knowledge."

Fellowship responsibilities include evaluating member compliance with NAI's Self-Regulatory Code of Conduct for Interest-Based Advertising, monitoring trends in advertising, and helping to develop best practices for rapidly evolving business models.

Ideal fellowship candidates will have experience in and passion for the fields of technology, advertising, and privacy, as well as familiarity with current policy, legislative activity and laws. Additionally, candidates must have an understanding of web technologies, excel in writing and editing and have excellent verbal communication skills. For more information about the Network Advertising Initiative, please visit <http://www.networkadvertising.org>.

### **About the NAI**

Founded in 2000, the Network Advertising Initiative (NAI) is the leading self-regulatory association comprised exclusively of third-party digital advertising companies. The NAI promotes the health of the online ecosystem by maintaining and enforcing high standards for data collection and use for online advertising purposes. The organization also educates and empowers consumers to make meaningful choices about their experience with online advertising through an easy-to-use opt-out mechanism. To learn more, visit <http://www.networkadvertising.org>.

### **Media Contact**

Carla Rudder  
Blast PR on behalf of the NAI  
[Carla@blastpr.com](mailto:Carla@blastpr.com)  
225-238-1091