

Digital Advertising Pioneer Reveals the Leadership Lessons Forged in the Dot-Com Crash

"The 24/7 CEO: The Battle for Survival That Helped Build Digital Advertising" by David J. Moore is released with Forbes Books.

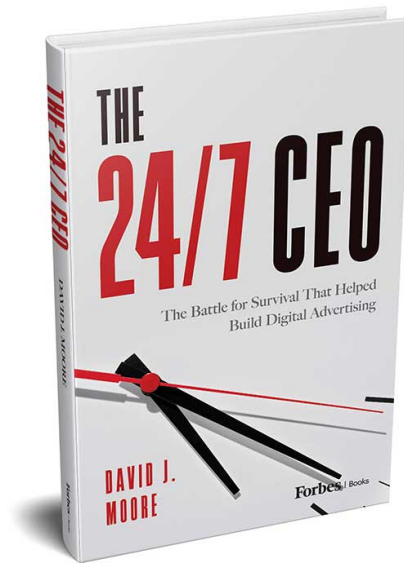
NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- "The 24/7 CEO: The Battle for Survival That Helped Build Digital Advertising" by David J. Moore is now available [on Amazon](#) and at [major booksellers](#). The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes.

In "The 24/7 CEO," [digital advertising pioneer David J. Moore](#) takes readers inside the rise, near-collapse, and remarkable recovery of 24/7 Media, the company he co-founded in 1997 as the commercial internet was transforming the advertising industry.

Within three years, 24/7 Media had expanded to 52 offices across 29 countries and reached a market capitalization of \$1.8 billion. Then the dot-com bubble burst. As internet companies disappeared and advertising spending evaporated, 24/7 Media's stock plunged below a dollar. Hundreds of employees were laid off, auditors issued a "going concern" opinion, and members of the company's senior leadership began considering bankruptcy.

Moore chose another path: keep fighting.

Pulling from more than four decades in media, technology, and advertising, Moore recounts the difficult decisions required to keep the company alive while revealing broader lessons about



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David J. Moore releases "The 24/7 CEO: The Battle for Survival That Helped Build Digital Advertising" with Forbes Books. ISBN-13: 979-8887508436

leadership under pressure. He shows how resilience must be paired with adaptability, strategic thinking, disciplined execution, and an ability to rally people when confidence is disappearing.

“David demonstrates the importance of optimism and perseverance,” said Google Business Finance Officer and VP, Jonathan Hsu. “Through a riveting account of leading a company through the inflation and bursting of the internet dot-com bubble, he imparts timeless lessons on leadership and life. This is a must-read, especially for anyone navigating the current AI technology platform shift.”

Part business memoir, part corporate survival story, “The 24/7 CEO” offers entrepreneurs and executives a firsthand account of what leadership demands when conventional options have run out and the future of an organization is on the line.

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About David J. Moore

David J. Moore is a pioneer in digital advertising with over 45 years of experience in media, technology, and marketing. He co-founded 24/7 Media in 1997, leading it through the dot-com crash to a \$649 million acquisition by WPP. Moore subsequently served as Global President of WPP Digital and helped transform Xaxis into a programmatic advertising leader. He serves on the Interactive Advertising Bureau (IAB) Board and has for nearly 20 years, including as Chairman (2009-2011) and first Chairman of the IAB Tech Lab. Moore is Vice Chair of the Advertising Education Foundation’s Finance Committee and founder of the Ioanna C. Moore Foundation, which supports cancer research and families affected by the disease.

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