

Precise Expands Executive Team: Dave Antonelli as Chief Revenue Officer and Jordan Cauley as Chief Technology Officer

Senior commercial and technology leaders join Precise as the company scales Decisioning Economics for programmatic and agentic media

NEW YORK, NY, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- [Precise](#), the company

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Spencer Potts, CEO of Precise

pioneering Decisioning Economics for programmatic and agentic media, today announced the appointments of Dave Antonelli as Chief Revenue Officer and Jordan Cauley as Chief Technology Officer. The appointments strengthen the company’s commercial and technical leadership as it scales a real-time calibration platform for programmatic and agentic media. The platform gives brands and agencies visibility and control over which campaign decisions are creating value, continuously recommends the next best action and recalibrates as campaigns run to improve outcomes.

“Decisioning Economics becomes a category when the

technology operates at machine speed and its economic value is clear to buyers,” said Spencer Potts, CEO of Precise. “Jordan brings an AI-native understanding of how software and autonomous agents work together. Dave knows how to turn advanced programmatic capabilities into valuable agency and brand solutions. Together, they give Precise the leadership to scale.”

Since launching in June, Precise has begun working with a dozen agencies and has evaluated more than a billion programmatic decisions across live campaigns. Antonelli and Cauley will help convert that momentum into broader adoption and continued product development. Antonelli joins Precise from DISH Media, where he served as Vice President and National Head of Sales, leading revenue across major agency holding companies, brands, programmatic channels and partnerships for DISH and Sling. He previously served as Chief Revenue Officer of Cognitiv, where he built the demand strategy and led revenue for an AI-powered programmatic buying platform. He also held senior commercial roles at SessionM, Viacom and Live Nation.

Cauley joins Precise after eight years at Mediavine, where he most recently served as Vice President of Product & Delivery, leading product strategy and engineering delivery for technology serving more than 16,000 websites and billions of monthly advertising impressions. A software engineer by training, his recent work includes AI tools, custom agents and infrastructure connecting large language models with business systems.

As CRO, Antonelli will lead go-to-market strategy, revenue and partnerships, creating a disciplined path from customer engagement through deployment, demonstrated value and enterprise expansion.

"Precise sits exactly where advertising is heading: at the intersection of AI, programmatic and agentic decision-making," said Antonelli. "As more media decisions move inside automated systems, brands and agencies gain a clear view of what each decision costs, what it is expected to contribute and what occurred. I am excited to make Decisioning Economics a practical discipline that improves outcomes and accounts for every dollar."

As CTO, Cauley will lead Precise's technology strategy, product roadmap and platform development, including the AI-native infrastructure through which people and autonomous agents evaluate alternatives, predict economic impact and learn from outcomes.

"Media has become a continuous stream of interconnected decisions," said Cauley. "Precise is building the intelligence layer to evaluate them in real time, place each in its economic context and learn from the result. This gives people and AI agents greater speed, accountability and confidence."

The appointments follow Precise's \$7 million seed financing round co-led by Blockchange Ventures and Lasagna, with participation from Michael Kassan's 3C Ventures and Click Ventures, the venture firm founded by Mediaocean CEO Bill Wise.

About Precise.ai

Precise.ai is the company building Decisioning Economics for programmatic and agentic media. Its AI-native platform predicts, evaluates and records the contribution of media decisions while campaigns are in flight, helping agencies and brands continuously improve performance and govern the economics behind their media investments.

For more information, visit www.precise.ai.

Joseph Zappa
Sharp Pen Media
+1 516-477-1617
[email us here](#)

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