Permutive Taps Former LiveRamp Exec David Rifkin to Help Agencies Navigate the Next Era of Addressability

Programmatic pioneer to help ad buyers solve addressability and data challenges while improving campaign performance amid agentic adoption

NEW YORK, NY, UNITED STATES, October 5, 2026 /EINPresswire.com/ -- Permutive, the leading agentic data collaboration and activation platform, today announced that industry pioneer David Rifkin has joined as general manager, demand side sales. Rifkin, most recently GM, Agencies at LiveRamp, will be responsible for building and maintaining structural relationships with brands and agencies as they look for independent data collaboration platforms in the agentic advertising era.

“The agency landscape is shifting rapidly as agencies look to bypass ad-tech toll booths, get closer to the supply side and find incremental reach,” said Joe Root, founder and CEO of Permutive. “As a result, these organizations are reassessing their addressability stacks and building their own agentic operating systems. David has a proven track record of working with agencies around these critical areas, and he arrives at Permutive at the perfect time as we are mapping a direct pathway to supply that improves signal, increases reach, and provides the technology agencies need to continue reaching and engaging with audiences in this new programmatic era.”

Permutive recently announced a new partnership with TransUnion that enables advertisers to activate TransUnion audiences directly across Permutive’s network of publishers, delivering a step-change in addressable reach across the open internet while improving the accuracy and performance of media.

As brands, agencies and holding companies work with Permutive’s data collaboration tools, they can access richer signals for targeting while tripling addressability. This unlocks the 70% of consumers that are currently no longer reachable through open web programmatic.

During his 10 years at LiveRamp, Rifkin helped lead the evolution of the company's agency business as brands and holding companies adapted to a rapidly changing identity, data and measurement landscape. His experience working directly with agencies and holding companies

positions him to help Permutive bring its publisher-side signal and data collaboration capabilities to the demand side at a moment when agencies are rethinking how they build addressable audiences.

“Permutive has built the best publisher relationships in the business, and that access to sell-side signal represents the best opportunity in helping agencies solve their addressability problems,” said Rifkin. “The ad industry is at an inflection point as we enter the agentic era. I look forward to working with Joe and the rest of the team to bring Permutive’s best-in-class technology and data capabilities to the buy side.”

About Permutive
Permutive is an audience platform built on edge computing that enables publishers and advertisers to reach audiences in a privacy-first way. Its technology processes user data in real time, helping programmatic buyers and sellers maximize addressability without sacrificing user privacy.

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Off the Record Media

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