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Lee
Nadler

Dubbed “sherpa” after the Himalayan guides he met while on a trek through Nepal in 1998, Digital Pulp’s President-CEO Lee Nadler heads an interactive shop driven to create comprehensive online businesses for clients such as Egghead Software, which he helped turn from a brick-and-mortar operation to an online-only retailer. Before joining Digital Pulp, Mr. Nadler, 32, was online advertising network DoubleClick’s first director-global marketing and its only marketing sherpa. If this man in the forefront of online commerce innovation can continue to transform traditional operations into ones with mega-Web presence, he’ll have a name forever coupled with Internet marketing.



DIGITAL PULP