



Alan Chapell

Chapell & Associates, President (representing Eyeota)

Alan Chapell began his career at a boutique direct marketing agency in Connecticut. In 1996, he founded the privacy program at Jupiter Research, an Internet research firm. After his tenure at Jupiter, Chapell helped develop DoubleClick's research product suite. He founded Chapell & Associates in October of 2003. Over the past 16 years, Chapell has worked with dozens of premium adtech and martech companies as outside counsel and privacy advisor. Chapell graduated from the University of Connecticut and Fordham University School of Law and is a member of the New York bar as well as a Certified Information Privacy Professional. He's also a sought after speaker and a regulator contributor to Adexchanger and other publications.