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DoubleVerify's Stephanie Posner Named a 2026 AdExchanger Top Woman in Media & Ad Tech

Posner recognized as an AI Media Innovator for her leadership in responsible AI, content classification and brand suitability

NEW YORK, Sept. 29, 2026 (GLOBE NEWSWIRE) -- [DoubleVerify](#) ("DV") (NYSE: DV), the leading software platform to verify media quality, optimize ad performance and prove campaign outcomes, today announced that Stephanie Posner, VP of Policy, Safety & Global Affairs, has been named a [2026 AdExchanger Top Women in Media & Ad Tech](#) honoree in the AI Media Innovators category.

The category recognizes women driving meaningful innovation in AI across media and marketing, from pioneering new applications to shaping responsible and effective solutions. Posner is among the 2026 honorees recognized for advancing this work across the industry.

At DoubleVerify, Posner leads the global team responsible for the policies and standards underpinning DV's AI-powered brand suitability and contextual offerings. Her work sits at the intersection of AI, policy and media quality, helping ensure that as AI transforms how digital content is created and classified, advertisers have the transparency and controls needed to protect their brands.

"AI is fundamentally changing the digital media landscape, creating new opportunities while also introducing questions around quality, transparency and trust," said Posner. "This recognition is especially meaningful because responsible AI isn't just about what the technology can do; it's about making sure we build the right standards around how it is used. I'm incredibly proud of the work our team is doing to bring research, policy and technology together in ways that help advertisers navigate this next phase of digital media with greater confidence."

Under Posner's leadership, DV has built a more research-driven approach to AI classification, using advertiser and consumer insights to inform how its policies and technology evolve. Her team's research helped shape DV's AI SlopStopper™ and how the company approaches the low-quality AI-generated content category and pre-bid capabilities designed to help advertisers avoid AI slop content that may not meet their quality standards.

Posner has helped lead several initiatives designed to strengthen trust across digital advertising. She spearheaded DV's partnership with the Internet Watch Foundation to strengthen protections against highly illicit online content and helped established the [News Accelerator™ Publisher Council](#) – creating a direct feedback loop between publishers and the verification ecosystem to support more nuanced approaches to brand suitability in news.

Posner also engages with policymakers and industry groups on AI and brand suitability policy. Prior to joining DV, she led Monetization Product Policy at TikTok and helped shape Netflix's global content and risk strategy. She holds graduate degrees from Yale University and a BA from Cambridge University.

About DoubleVerify

DoubleVerify ("DV") (NYSE: DV) is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By powering media efficiency and performance, DV strengthens the online advertising ecosystem, preserving the fair value exchange between buyers and sellers of digital media. Learn more at www.doubleverify.com.

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Source: DoubleVerify Inc.