

Young Alumnus Carlton B. Hickman '01

Carlton B. Hickman is the chief technology officer and co-founder of CPX Interactive, a progressive online advertising network and global marketing company. As a student at Hofstra University, Mr. Hickman had an eye for the technical side of things, and studied computer science and graphic design. In 1999 Mr. Hickman bonded with a fellow student, now CPX Interactive's CEO Michael Seiman, over a common interest in the Internet and a hunger for innovation. They became business partners, initially developing their own entertainment Web sites and then building the ad server that was the foundation for CPX Interactive.

In this age, where there are as many as 300 advertising networks littering the landscape, it is easy to overlook the degree to which Mr. Hickman was well ahead of his time, as he built his own advertising server and network in 1999 and 2000. Now, three ad servers and almost 100 employees later, Mr. Hickman believes the secret to the success of CPX Interactive is being able to relate to its clients: "We are so successful at monetizing ads because we started as publishers; we did it as the Web sites. We know exactly what they think because we were them at one point."

Mr. Hickman is proud to use the exposure generated by the online distribution powerhouse he co-founded to promote charitable causes of all kinds. Not only has CPX Interactive donated millions of online impressions to causes like SaveDarfur.org,



LiveEarth.org, Children International, and the American Diabetes Association, but, in 2008 the advertising network produced and distributed a pro-voting online public service announcement starring Russell Simmons, LL Cool J, George Lucas and many other celebrities. Mr. Hickman also spoke to the NAACP's youth division at its national convention to emphasize the importance of exercising the right to vote. In addition, Mr. Hickman served as captain of the third place finishing Team CPX Interactive, as it participated in the Fireball Run, a transcontinental motor race to raise awareness for missing children. In addition to the many causes he supports, Mr. Hickman continues to support his alma mater, where he serves on the Dean's Advisory Board of Hofstra College of Liberal Arts and Sciences.

Mr. Hickman believes very strongly in the power of online advertising and the endless opportunities it provides. His goal is to help others appreciate the space as much as he does: "In a digital world, I can tell you who checked out your site, who bought what, where they were, and what time they did it. I can even take that decision and put it into context and tell you what they did before and potentially what they did after. I can give you so much information to help you market your product better, and I'm really hoping that big brands realize the value of digital advertising."

Mr. Hickman's level of enthusiasm will continue to serve him well as he tackles all future endeavors.