

Young Alumnus Michael Seiman '01

Michael Seiman is chief executive officer and co-founder of CPX Interactive, a progressive online advertising network and global marketing company recently named by *Inc. Magazine* as the sixth-fastest growing privately held advertising and marketing company in the United States.

While a student at Hofstra University, Mr. Seiman teamed up with his business partner, Carlton B. Hickman (now chief technology officer and co-founder of CPX Interactive), to begin monetizing a handful of entertainment Web sites they had created together. The ad server they built in 1999 set new standards for the industry and developed into a global company that now employs more than 100 people and serves more than 30 billion online ad impressions, in more than 60 countries, every month.

Mr. Seiman prides himself on his drive to give back and has leveraged the distribution power of CPX Interactive to do just that. Its philanthropic division, CPXample, has contributed millions of ad impressions across its vast network to causes including SaveDarfur.org, LiveEarth.org, the American Diabetes Association, and Children International. In 2008 Mr. Seiman decided



to step up CPXample's "skin in the game" by creating and promoting its own "Get Out the Vote" video and campaign called *Vote for It! '08* (voteforit08.org), which boasts a number of hip-hop celebrities, among others. CPX Interactive produced the video and garnered more than 1.3 million views on YouTube.

Mr. Seiman is personally active with the aforementioned causes and with others, including the Hebrew Educational Society and his alma mater, where he serves on the Dean's Advisory Board of Hofstra College of Liberal Arts and Sciences.

Outside of his role at CPX Interactive, Mr. Seiman is also a principal of an independent movie production house, Chaos², which has recently completed its first feature-length project, the retro-style "slasher flick," *Bloodnight: The Legend of Mary Hatchet*.

Mr. Seiman has always held high standards for himself in both his personal and business life. His commitment to excellence stems from a belief that the best way to engage a challenge is to "... see it as an opportunity to discover the best possible version of one's self, and to help those around you do the same."