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**From:** Neal Mohan [nmohan@google.com]  
**Sent:** 10/18/2010 7:53:44 PM  
**To:** Barry Salzman [bsalzman@google.com]  
**Subject:** adx in buy side team

one other very very important reason to keep adx out of the buy side team is that would be a HUGE conflict perception in the market. just like adx / ym needs to be neutral on the sell-side and cant be with adsense, on the buy side the same sales team cannot sell our DSP (invite) and pitch to other DSPs at the same time.

that is why we moved the invite org from scott to jason on the pm side.

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