Spree7 welcomes Viktor Zawadzki to its management

As the Vice President of Product Management & Business Development, Viktor Zawadzki will develop exclusive inventory and data partnerships.

Berlin, 29.04.2013 - Spree7 (www.spree7.com), the trading-desk service for the efficient control of digital advertising in real-time, appoints Viktor Zawadzki as Vice President of Product Management & Business Development. In the newly created position, Zawadzki will be responsible for the product development as well as the expansion of inventory and data partnerships. As a member of management, Zawadzki will report directly to Managing Director Oliver Busch.

His work will initially be focused on the DACH region (Germany, Austria, Switzerland), where Spree7 will continue to expand its existing exclusive partnerships and also develop new data and inventory potentials. Spree7 is currently mainly an agency partner in Europe, but is also active in Asia and the USA. Through the automated, data-driven selection of digital advertising spaces, the company creates a higher degree of efficiency for branding and performance campaigns.

Zawadzki previously worked at a company associated with Rocket Internet, where he was Head of Display Marketing and Cooperations. He oversaw the Display, Real-Time Bidding (RTB), Facebook, Mobile, Remarketing and Online Cooperation sectors for the portals eDarling and SHOPAMAN. Prior to this, the 31-year-old worked in a similar capacity for Jamba! for a number of years.

"In order to catch up to international standards in real-time advertising, one of the main tasks that the entire industry must do its homework on is creating better data records in the DACH region. Spree7 is leading the way in this field. Viktor Zawadzki will noticeably accelerate the build-up of inventory and data partnerships for us and our customers," says Oliver Busch, Managing Director of Spree7.

About Spree7

Spree7 is a trading-desk service offering agencies and advertisers greater efficiency in their control over digital media. A specialised team of advisers and analysts, along with tracking, data and interface experts, design, program and manage campaigns with levels of granularity that were once impossible to achieve. This is made possible through the use of global-market-leading real-time advertising technology, together with interfaces to key providers of tools, data and inventory. Agencies enjoy complete transparency as they expand their portfolio of services with Spree7, providing advertisers with a new world of opportunity for the creative modulation of their brand and performance campaigns.

Spree7 GmbH is a partnership between the Swiss PubliGroupe AG and the American real-time advertising pioneer MediaMath.

For more information visit www.spree7.com

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About PubliGroupe

PubliGroupe is a leading Swiss-based provider of marketing and media sales services, enabling advertisers to effectively reach their audience by optimising the return of their marketing spending and allowing media owners to effectively monetise their reach. It is a performance-oriented full-service provider, employing state-of-the-art data processing tools and information technology with the ultimate goal of making marketing processes more effective for its clients, be it in traditional or digital media.

The company is organised into three client-oriented business segments: 'Media Sales', 'Search & Find' and 'Digital & Marketing Services'. Each segment is responsible for its own profits and long-term performance. The holding company PubliGroupe is listed on the Swiss stock exchange SIX (PUBN).
For more information visit www.publigroupe.com

About MediaMath

Headquartered in New York, MediaMath was founded in 2007 and is the leader in the demand-side platform (DSP) category. The company buys billions of highly targeted ads per month on behalf of dozens of top-tier agencies including all of the major agency holding companies. Major brands include American Express, Kellogg's, Prudential and Kayak.

The MediaMath buying platform, TerminalOne, provides advertising agencies and brands with the technology and back office services to trade effectively across all leading digital advertising channels. It includes a common interface and workflow, a data management layer that integrates marketer and third-party data, sophisticated algorithms and bid optimisation, and deep integrations with thousands of premium publishers and supply aggregators.

In Q4 2011, AdAge declared MediaMath the winner of the first Forrester Research DSP Wave report. http://www.mediamath.com/solutions/forresterwave/
MediaMath is a global company with additional offices in London, Boston, Chicago, Los Angeles and San Francisco.

For more information visit www.mediamath.com