ADvendio Appoints Duncan Smith as Partner to Drive UK Expansion

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ADvendio, a leading advertising management solution provider, is pleased to announce the engagement of Duncan Smith as a Partner to spearhead the company's growth in the UK market. With over two decades of experience in the media industry, Duncan brings a wealth of expertise and a track record of success that will be instrumental in expanding ADvendio's presence in the UK.

Duncan's notable career in the media space has seen him work with some of the UK's most prominent publishers. His work has included everything from designing subscription processes and paywall strategies for a national newspaper to implementing a Salesforce-based Order Management System (OMS) for a global publisher, managing multiple currencies and languages while maintaining a unified sales process and global reporting.

Driving ADvendio's UK Growth

In his new role with ADvendio, Duncan will collaborate closely with the sales and marketing teams to leverage his UK-specific domain knowledge and experience. His primary responsibilities will include identifying potential business targets, forging key industry contacts, and driving ADvendio's UK market expansion.

"Working with some of the leading publishers in the UK has provided me with a wide range of use cases, showing that although everyone does the same thing, they all do it differently," Duncan explains. "It is this wide experience in the UK sector that will help ADvendio expand and develop for the UK market."

His decision to join ADvendio was driven by a shared vision and a commitment to innovation and growth. "I was looking for a company that had similar values and ambitions, a company that was entrepreneurial and agile, one that wants to find ways to succeed not just for itself but for its employees and customers," he notes.

Navigating Industry Challenges and Opportunities

Duncan's extensive experience provides him with a unique perspective on the opportunities and challenges facing media companies in the UK today. "Some of the biggest challenges are around optimising/monetising audience 'first party data' and exploring new revenue streams," says Duncan. "Media companies can't stay still as the market is changing so fast. With all of this, Media companies still have fragmented systems and the nirvana of an enterprise solution seems out of reach."

Looking Ahead

Duncan is enthusiastic about the potential of his new role and the impact he can make with ADvendio. "I think the opportunities are huge, targeting some fascinating customers and prospects and growing the UK user base across all types of media businesses," he states. "Media companies are no longer just those selling newspapers, magazines, or website advertising. Retailers and sports companies are now becoming media businesses."

Samantha Giaver, Head of Sales at ADvendio added, "We are excited to welcome Duncan to ADvendio. His extensive experience and deep understanding of the UK media landscape will be invaluable as we continue to grow our presence in this market. Duncan's proven ability to innovate and lead successful projects aligns perfectly with our mission to provide cutting-edge solutions for our customers. We look forward to achieving great things together."

Angus Dowie, ADvendio's Regional Sales Manager EMEA and APAC, shared his thoughts on the announcement, "In the UK we are really growing fast with a number of new clients, and exciting new partnerships soon to be announced. Bringing Duncan into the team will help us to accelerate this growth at quite a strategic time within the wider media OMS landscape. His level of knowledge is genuinely unique, especially for use-cases which are more pertinent to the UK market. I'm very excited to work with him."

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ADvendio is the only Salesforce-powered solution that brings together media selling and media buying technology on one complete platform. Global media, retail, agency, internet, and outdoor advertising companies, ranging from SMEs to large enterprises, rely on our solution to deliver advertising omnichannel campaigns tailored to their specific needs.

Whether you are a media buyer or an ad seller, our solution provides a seamless user experience with advanced ad booking and efficient ad inventory management capabilities. Leveraging automation, programmatic, and self-service features, our platform simplifies end-to-end campaign management from order to invoice, enabling smarter buying decisions and accelerated sales processes.

Celebrating over ten years of product excellence and growth, ADvendio, a globally trusted Salesforce partner, is leading the way in developing future-proof advertising management solutions.

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