Odyssey Mobile Opens Office In Europe As They Continue Global Expansion

Thursday 12 December, 2013

Odyssey Mobile Interaction, an Independent Mobile Advertising Company, announced the expansion of its international business with the opening of a new office in Sweden.

Chris Gale, Managing Director of Odyssey Mobile Interaction says: "This is a very exciting time for Odyssey as we enter into phase two of our expansion plan with two new offices and with more to follow in 2014. Our focus remains to deliver high impact brand advertising in premium environments across multiple markets, offering advertisers transparency, effectiveness and accountability. With the opening of international offices and continued investment into our ad technology and team, we will deliver improved ad performances for our clients and strengthen local partnerships with publishers."

Marcus Erlandsson will join the company as Managing Director of Odyssey Mobile Northern Europe and will run the Stockholm based office, delivering Odyssey's advertising proposition to clients across the region. Erlandsson brings a wealth of experience from both agency and publisher side having worked in New York, London and Stockholm for Universal McCann, Fortune and Time Inc. "I am excited to launch Odyssey Mobile Interaction into the Nordic market. Odyssey's unique international publisher network and high impact ad formats will furthermore allow Nordic brands to connect with millions of mobile users both locally and globally."

After raising private investment earlier this year, Odyssey has - along with its geographical expansion - also strengthened its senior management team in London by recently hiring Will Proops as Head of Platforms & Publishers, formerly of Mobclix and Cristi Morof as Chief Technology Officer. Morof's expertise lies in developing FX trading platforms for the banking and finance industry and they will be leading the continued development of Odyssey's mobile advertising platform m-Rich™, expansion of its premium publisher base and programmatic buying system.

As a recent media agency study has shown, mobile is driving growth in global ad spend by 36% and Odyssey's end to end mobile brand proposition is perfectly positioned to support this growth. The Company has experienced over 100 per cent growth year on year and is powering mobile ad campaigns for some of the world's leading advertisers including Zurich Financial Services, Paramount Pictures, Nike, SAP and Samsung.

- Ends -

http://www.odysseymobile.co

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About Odyssey Mobile Interaction:

Odyssey Mobile Interaction is a mobile advertising company, which merges media, creative and technology. We deliver high impact, rich media ad units that allow brands to communicate with their consumers on mobile devices like never before. We deliver these ads to smartphones and tablets via our advertising platform m-Rich™, which uses intelligent data to target the right ads to the right users at the right time, across our premium publishers.

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