

Outbrain announces appointment of new Director

Tuesday 12 June, 2018

[London, 6th June 2018] Outbrain, the world's leading premium discovery platform, today announced a new appointment on its International business team.

To continue to drive successful partnerships, Outbrain has appointed James Milnes as Commercial Director, Northern Europe. James will be based in the London office and will lead Outbrain's regional sales and partnerships with the leading publishers, agencies and brands.

Announcing this appointment Stephanie Himoff said, "*Outbrain is continuing to grow from strength to strength and we are delighted to have James on board. James' strong digital experience and industry knowledge will be vital as we continue to grow native solutions for our agencies, brands and publishers*"

James joins Outbrain with more than ten years experience in advertising and tech. Directly prior to Outbrain he worked at Tradedoubler as VP, Business Development and Regional Director UK, where he was responsible for the commercialization of international projects and the UK company respectively. Prior to Tradedoubler, he spent three years at UBM PLC in various commercial roles.

James added; "*I am incredibly proud to be joining Outbrain, to be part of a company which was the pioneer of content discovery and has, and will continue to push the space forward is a wonderful opportunity. The advertising digital space as a whole is evolving and the chance to contribute to a company which is helping to lead that evolution and help shape our commercial offering in Northern Europe is hugely exciting.*"

[end]

About Outbrain

Outbrain (www.outbrain.com) is the world's leading premium discovery platform, bringing personalised, relevant online, mobile and video recommendations to audiences while helping publishers understand their audiences through data. Outbrain serves more than 275 billion personalised recommendations, reaching nearly one billion users every month across the globe.

Outbrain's expansion to some of the web's largest global properties is a reflection of its rapid growth and its successful innovations in supporting a new era of digital publishing. Top-tier premium publishers that currently leverage the Outbrain platform include: CNN, ESPN, Time Inc., Fox News, The Guardian, The Telegraph, New York Post, Sky News, TF1, Condé Nast, Bild, Orange, and L'Equipe. Additionally, through its recent acquisition of Zemanta, marketers can now access more than 5,000 additional publishers' native ad placements through Outbrain Extended Network, as well as programmatically.

Founded in 2006, the company is headquartered in New York with a presence in the U.S., U.K., Germany, France, Spain, Italy, Singapore, Japan, Australia, Brazil, and Slovenia.

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Related Keywords:

Outbrain :: Commercial Director :: AdTech :: MarTech :: Content Discovery :: Publishing :: Video :: Digital :: Marketing :: Advertising :: Europe :: Managing Director ::

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