

## Press Release

# adsquare Appoints Key Executives Across US & EMEA

**Embargo Date: 25th of September 2018**

**Berlin / London / New York, 25th of September 2018:** adsquare, the leading global real-time data exchange announced today the appointments of **Michael Schlueter** as **VP Platform Partnerships & Strategic Projects**, **David Fieldhouse** as **Managing Director UK** and **Candice McDonald** as **Sales Manager US**. The announcement of the newly established positions represents the company's commitment to support the needs of its clients and partners across the key markets in the US and Europe. The strategic appointments are part of the company's vision to give advertisers access to accurate data at scale, enabling more relevant campaigns based on audiences and their context

Michael Schlueter has over ten years of experience in the digital economy and a proven track record in areas such as corporate strategy and innovation, data-driven business models, and product management. Prior to joining adsquare, Michael was heading-up Innovation & Data Partnerships globally for GfK and played a key role in their corporate transformation and digitization process.

The UK market is the biggest advertising market in Europe which makes it central for adsquare's future growth strategy. Heading the UK team, David Fieldhouse will help the company acquire new clients and bring new partnership agreements with leading agencies in the UK. David has twenty years' experience working in the UK and US media industry. He was an early pioneer within the mobile industry becoming the first Head of Mobile at MediaCom back in 2008. During this time, David was part of the IAB Mobile Steering Group board.

Entrusted with the role of supporting the US Sales team for the growing number of clients on the east coast is Candice McDonald, who has joined as a Sales Manager in adsquare's New York office. Prior to joining adsquare, Candice was managing strategic accounts at Eyeota. Originally from Australia, she brings extensive agency experience in both the US and Australian markets. Candice will be managing the relationship with key clients from all leading agencies.

*"Candice, David and Michael bring a variety of skill sets and experiences to adsquare,"* said Tom Laband, Co-founder and CEO of adsquare. *"Their expertise and enthusiasm will help us as we continue to move into new markets and grow existing ones providing clients with the best tools and solutions for programmatic advertising."* - he added.

Following the expansion, adsquare is hosting an event for advertisers and their agencies in Chicago in the beginning of November. The "Audiences In Motion" thought-leadership conference series has already been a great success in NYC and across Europe, featuring

speakers from Wavemaker, Forrester, The Trade Desk, Experian, HERE Technologies, and others. More information at [Audiences In Motion](#).

## Contact

Paulina Gueorguieva, Marketing Manager  
paulina@adsquare.com  
Tel.: +49 172 320 5827  
Saarbrücker Str. 36, 10405 Berlin, Germany

## About adsquare

adsquare is the Real-Time Data Exchange that gives advertisers access to accurate data at scale, enabling more relevant campaigns based on audiences and their context. The platform puts data at the heart of your campaign and makes it actionable for more effective targeting, measurement and insights. Advertisers can take control via the self-service Audience Management Platform which gives them full transparency when buying data, creating segments and activating them to their programmatic platform of choice. It has been built mobile-first and its proprietary location data intelligence makes real-world movement data available for digital advertising. Via its open and private marketplaces, adsquare offers a broad portfolio of data from mobile, online and offline sources, including location behavior, app usage, demographics, affinities and interests. For validated data at scale, buyers can leverage the adsquare Data Alliance, which aggregates deterministic data from app publishers, eCommerce and telcos combined with validated third-party segments. adsquare complies with strict European privacy laws, protects data ownership, and offers a secure environment for data sellers and buyers. For more information visit <http://www.adsquare.com> follow [@adsquarecom](#) or contact [info@adsquare.com](mailto:info@adsquare.com)