



## Press Release

# adsquare Expands In The Midwest And Appoints Sales Director

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**Chicago / New York, 31st of July 2018:** In response to the increasing demand from clients in the US, adsquare, the mobile-first data exchange has announced the opening of a brand new office in Chicago, marking the company's first Midwest location. The announcement represents the latest step in the ongoing expansion in the US. In particular, strength in providing solutions to Retail & CPG advertisers such as Clorox, Unilever & Walmart, with platform partners like The Trade Desk, AdColony, and Triad Retail, defines the needs to have a greater presence in the region. Entrusted with the role of supporting the US Sales team for the growing number of clients in the Midwest territory Allyson White, who has joined as Sales Director of the Chicago office.

With recognized expertise applying data solutions to programmatic advertising, Allyson brings to her new position extensive industry knowledge. She joins from Tapad where she created success over the last two years in the role of Director of Sales Programmatic, with additional experience at Yahoo's Brightroll and RadiumOne previously.

*"Chicago is a critical market for growth in the US, as an epicenter for advertising and sophisticated programmatic marketers. What's more, the Central region represents a large territory of independent agencies and brands who have brought programmatic in-house, where adsquare's platform is ideally suited to bring value", says Ted Smith, VP Sales US at adsquare about the expansion. "In Allyson, we've found an ideal new team member to bolster our efforts and continue our growth, stretching West into the Denver market, down into Texas and covering valued business in Detroit and Minneapolis", adds Smith.*

*"I am excited to bring adsquare's differentiated product suite including a sophisticated self-service platform to clients here of the region" says Allyson about her appointment. "Working together closely with our team in NYC and building off the success across categories globally, I'm thrilled to be part of the continuous expansion of adsquare in the US market."*

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

### Contact

Daniel Rieber, VP Global Marketing

daniel@adsquare.com

Tel.: +49 30 208 498 140

Saarbrücker Str. 36, 10405 Berlin, Germany

### About adsquare

adsquare is the mobile-first data exchange bringing together data buyers and sellers in a transparent and secure environment. The platform is built mobile-first and makes data accessible in real-time, enabling advertisers to create holistic audiences and to target consumers' mobile moments.

Programmatic buyers can take control via the self-service Audience Management Platform which gives them full transparency in buying data, creating audiences and activating them on the platform of their choice. adsquare offers a broad portfolio of data from mobile, online and offline sources including location behavior, app usage, demographics and interests. In addition, advertisers can discover the private marketplace for private deals with first-party data owners including app publishers, telcos and E-Commerce. For validated data at scale, advertisers can tap the [adsquare Data Alliance](#), which aggregates deterministic data and combines it with validated third-party segments. adsquare is fully compliant with strict European privacy laws, respects data ownership, and offers a secure environment. For more information visit <http://www.adsquare.com> follow [@adsquarecom](#) or contact [info@adsquare.com](mailto:info@adsquare.com)