

## PRESS RELEASE

### adsquare appoints Andy Beames as General Manager U.K.

**Berlin, 4th November 2019** - adsquare, the real-time data exchange, has announced the appointment of Andy Beames as General Manager of its UK operations. Andy will be based in adsquare's London office and will report into adsquare's VP Sales David Fieldhouse.

Prior to joining adsquare, Andy was Commercial Director as well as Global Data Solutions Director at location data company Blis where he was responsible, among other things, for helping advertisers, media owners and technology companies enhance their location based advertising strategies. Andy can look back on over 15 years of experience in digital media.

David Fieldhouse, VP Sales of adsquare, comments: "adsquare is in an exciting phase of growth and Andy Beames is the right person to lead us forward in the U.K. He has exceptional experience in the digital media and location space and we are thrilled he's joined us as UK General Manager."

As General Manager U.K., Andy takes full ownership of the UK market, focusing on media agencies, trading desks and OOH companies to level up their programmatic buys by leveraging adsquare's data marketplace with its real-time targeting, measurement and insights solutions.

#### **Contact**

Christoph Herwig

christoph@adsquare.com

+49 173 2171897

Saarbrücker Str. 36, 10405 Berlin, Germany

#### **About adsquare**

adsquare is a global data exchange bringing together data providers and data buyers. Via its self-service Audience Management Platform, adsquare gives advertisers and media agencies access to multiple data dimensions for more effective targeting, measurement and insights. Headquartered in Berlin, the company operates worldwide with additional offices in New York, Madrid, London, Paris, Milan and Singapore. For more information visit <http://www.adsquare.com> follow [@adsquarecom](https://twitter.com/adsquarecom) or contact [info@adsquare.com](mailto:info@adsquare.com)