

Invibes Advertising strengthens its management team in Spain

Borja Berzosa, Invibes' new Head of Sales – Advertisers

London, 2 October 2024 – Following Invibes' announcement of its expansion into key markets in 2024, including the United States, Singapore, and the upcoming entry into Mexico, the advertising technology company is strengthening its cross-market offering to continue attracting international clients.

In Spain, CEO Jorge Palacios has announced the appointment of **Borja Berzosa** as the new **Head of Sales for Advertisers**. This newly created position will see Berzosa leading the commercial strategy, focusing on generating new business opportunities and strengthening relationships with major advertisers in the country.

With over two decades of experience in the digital world, Berzosa has been a key figure in the evolution of the internet. He began his career with the launch of the first online 'Yellow Pages' and later played a pivotal role at Google, where he spent 13 years driving the growth of its advertising program and building strong relationships with advertisers and agencies. He then transitioned to the advertiser side as Digital & Media Strategy Team Lead at Vodafone, where he built the company's first in-house digital media team in Spain. In this role, he led digital media strategy and forged strategic alliances with key partners of the British operator.





“I am excited to join Invibes, a company I have previously collaborated with as an advertiser. I look forward to contributing to its mission of transforming digital advertising,” said Berzosa. “Invibes’ value proposition of offering efficient and innovative advertising solutions in a secure environment based on positive attention truly stands out in the market.”

Cesar Valverde and **Pablo Costas** will join Berzosa's team, working alongside **Jorge Palacios**, who will also be responsible for overseeing operations in LATAM following the opening of new Invibes offices in Mexico.

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Responsible Ad label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)



Read our latest press releases at:

<https://www.invibes.com/investors.html>

Follow the latest news about INVIBES ADVERTISING on:

[LinkedIn](#) @Invibes Advertising [X](#) @Invibes_adv

Contacto de prensa en España:

Beatriz Chapaprieta

bchapaprieta@odcomunico.com