

Press release

Selina Bitzer becomes head of publishing and data management in the DACH region at Invibes Advertising

Munich, 21.04.2022 - Invibes Advertising, an advanced technology company specialising in digital advertising is further expanding its DACH team. Led by Selina Bitzer, who has been responsible for Publisher and Data Management in the German-speaking region since February 2022, the team will soon be expanded by three additional Publisher & Data Managers for the DACH region.



Selina Bitzer, Invibes Advertising

With a degree in Economics, Selina will take over Publisher Management from Alexander Oeschger, who will devote more time to other core topics as COO DACH. "With Selina Bitzer, we were able to gain an experienced and well-connected strategist with in-depth media know-how. She will complement Invibes' wide-reaching publisher network with additional premium partners and place the data strategy in the market," says Oeschger.

Selina Bitzer joins Invibes from Condé Nast, where she worked for the last four years, most recently as Senior Team Lead B2B Project Management. The implementation of cross-media campaigns consisting of display, social media and native ads as well as the development of long-term relationships with B2B clients were the focus here.

"For me, Invibes' mission and vision combine my passion for innovation, digital products, creativity and brands with the opportunity to continue to operate in the publisher environment. I'm looking forward to setting up a publisher and data owner team for Invibes in the DACH region and further expanding the company's international network in the German-speaking market," notes Bitzer.

With its platform, Invibes Advertising brings together the individual parts of relevant in-feed advertising - consisting of a high-reach publisher network, the client campaigns, and intelligent delivery of the ads. The placement of the innovative and customized advertising formats takes place in the user's reading flow within editorial articles. The company wants to position itself in Europe as a counterweight to the walled gardens of the major US platforms and sees the DACH region as an important market.

About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that's integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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