

## TUDOR MARASESCU APPOINTED CHIEF OPERATING OFFICER

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Paris, 15 March 2017 - **INVIBES ADVERTISING, an advanced technology company specialized in digital in-feed advertising, has appointed Tudor Marasescu as its Chief Operating Officer.**



Tudor Marasescu took up his position in March 2017, bringing more than ten years of experience with high-tech companies including Capgemini, Catalyst Worldwide and Advanced Mobile Applications, where he was notably in charge of:

- internal continuous delivery software projects and third-party solutions (skills models and learning maps, separation of Scrum roles, active surveillance, project metrics and KPIs);
- the transformation of waterfall delivery and process improvement projects and Scrum Scaling.

Mr Marasescu's integration will help accelerate INVIBES ADVERTISING's expansion across Europe as he oversees the company's campaign management, technical integration with partners and launch of new campaigns on publisher sites. His technical expertise aside, Tudor Marasescu also has the proven organizational capabilities needed to federate a unit of around ten people which includes the following teams:

- Campaign Management
- Quality Assurance
- Customer Support
- Usability, graphics and design
- Dev Ops & System Operations

His appointment is part of INVIBES ADVERTISING's strategic objective to anticipate the technological challenges of tomorrow and respond more quickly and more seamlessly to the technical and commercial constraints of publisher partners and advertising customers alike. A central link in the company's business development, Tudor Marasescu will provide a genuine lever in the valorization of INVIBES ADVERTISING's innovative advertising solutions.

Tudor Marasescu, Chief Operating Officer for INVIBES ADVERTISING, said: *"I am delighted to be able to take up this new challenge. INVIBES ADVERTISING has the necessary technical and commercial resources to launch innovative formats and strengthen our strategic lead whilst still meeting the needs of premium advertising campaigns. We have the means to implement an extremely efficient technical model. I am also delighted to be able to contribute to the Group's sales dynamic and give our partners even more fluidity in managing their media plans."*

Nicolas Pollet, CEO and co-founder of INVIBES ADVERTISING, said: *"We are very pleased to welcome Tudor Marasescu to the team. His extensive technical and commercial experience, combined with our European network, will be decisive assets in accelerating our commercial deployment and consolidating our position amongst agencies and major corporate accounts in strategic countries such as France, Switzerland and Spain."*

*Next publication: 2016 yearly results in the week of 12 April 2017*

#### **INVIBES ADVERTISING**

Created in 2011, INVIBES ADVERTISING is an advanced technology company specialized in digital advertising. It has developed advertising solutions supported by an in-feed format (integrated into media content) inspired by social networks and optimized for diffusion in a closed network of media sites (CCM Benchmark, Lagardère, Le Monde, Team Media and Prisma). Its clients are major brands (Carrefour, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen). INVIBES ADVERTISING has a French Tech 2016 Pass. INVIBES ADVERTISING's ambition is to maintain strong growth.

INVIBES ADVERTISING is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to [www.invibes.com](http://www.invibes.com) - [www.invibes.ch](http://www.invibes.ch)

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#### **Contacts**

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##### **INVIBES ADVERTISING**

Nicolas POLLET  
CEO  
nicolas.pollet@invibes.com  
+33 1 84 17 62 82

##### **ACTUS finance & communication**

Natacha MORANDI  
Investor Relations  
nmorandi@actus.fr  
+33 1 53 67 36 94

Vivien FERRAN  
Press Relations  
vferran@actus.fr  
+33 1 53 67 36 34

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