Adstream Holdings promotes Rob Manning to Global Head of Digital Products

London-based Adstream Holdings has promoted Rob Manning to Global Head of Digital Products to lead the companyâ€™s global push in the digital marketplace.

Peter Miller, managing director, Adstream Australia said: Adstream has a track record of streamlining advertising processes across print and broadcast media. Rob is driving our next great project to developing streamlined digital advertising processes to similar effect.

Manning said: The opportunity to drive the global direction for Adstream to deliver solutions for the digital space is something I am very excited about. Products like ViziAdsTM for Advertisers and AdReach really bring a new value proposition to the market by creating new efficiencies in the advertising process.

Manning joined Adstream as Business Development Manager in September 2011, when the companys first digital offering encompassed delivery of online video to publishers through adstream4. Since then, Manning has grown Adstreams digital product offering to include web-based workflow solution AdDigital, end-to-end digital advertising and marketing platform AdReach and one of the most exciting products AdInfinity, comprised of ViziAdsTM and MediaAdaptTM both of which are set to revolutionise the digital ad serving space.

Mannings experience in the digital advertising space covers publishers and media agencies and includes time at Tempest Media as Sales Director, then later Group Operations Director before moving to Sensis Mediasmart and then Realestate.com.au to head up and streamline their media operations.

Manning also spent time as Digital Strategist at Mediacom where he was responsible for developing their digital credentials in Australia and he was Business Director when the company was known as Beyond Interactive.

Servicing over 90 countries from 30 offices, Adstreams digital product suite is set to roll out across the globe.

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