

InMobi ramps up presence in ANZ to boost its programmatic business

Aimee Jenkins joins as Sales Manager and Nicholas Robson promoted to Head, Agency & Strategic Clients

Australia, April 8, 2021- InMobi, the world's leading marketing cloud, has bolstered its Australia and New Zealand operations with the appointment of Aimee Jenkins as Sales Manager and the promotion of Nicholas Robson to a newly created national role of Head, Agency & Strategic Clients. The appointments come as InMobi doubles down on its programmatic business in Australia and New Zealand via the InMobi Exchange. Aimee joins InMobi from mobile-only adtech company Kargo where she was NSW Sales Manager and having previously worked at Mamamia as Business Development Manager. Nicholas Robson steps into the newly created role of Head, Agency & Strategic Clients, ANZ after spending less than a year as InMobi's Head of Sales, NSW and QLD. InMobi VP & GM Richard O'Sullivan re-joined the company in 2019 to drive InMobi's digital transformation & growth in ANZ, having previously spent over four years in senior roles with the company in the Dubai, Singapore and New York offices from 2012-2016. He commented, "The appointments of Aimee and Nicholas further strengthen our strategic sales capabilities and ensure we are well positioned to capitalise on the upswing in demand for InMobi's mobile marketing platforms and solutions, especially InMobi Exchange. In the last twelve months, the InMobi Exchange business in ANZ has grown by over 350%, from a strong base, as the impact of the pandemic has accelerated mobile-led digital transformation for brands and driven significant adoption of new products such as header bidding in parallel." For more information on the InMobi Marketing Cloud please visit <https://www.inmobi.com/> Aimee Jenkins, Sales Manager Inmobi Nicholas Robson, Head, Agency & Strategic Clients, InMobi /Ends About InMobi InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers. As a leading technology company, InMobi has been recognised on both the 2018 and 2019 CNBC Disruptor 50 lists and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit inmobi.com. Media enquiries: Sue Ralston Einsteinz Communications for InMobi sue@einsteinz.com.au 0466 964 786

Contacts

Karen Terranova

[mailto: admin@einsteinz.com.au](mailto:admin@einsteinz.com.au)

Sue Ralston

0466 964 786

[mailto: sue@einsteinz.com.au](mailto:sue@einsteinz.com.au)

Pru Quinlan

+61 2 8905 0995

[mailto: pru@einsteinz.com.au](mailto:pru@einsteinz.com.au)