

Sizmek Appoints Oliver Senior-Leese as Head of Customer Success, ANZ

Newly created senior role will further drive client service excellence

Sydney, 14 March 2019 – Sizmek, the world's largest independent buy-side advertising platform, today announced it has appointed Oliver Senior-Leese to the newly created role of Head of Customer Success, ANZ. Senior-Leese is the third senior hire since Sizmek's APAC General Manager, Peter Hunter joined in November 2018 with a remit to grow Sizmek's Australian and South East Asian operations. Sizmek has a strong reputation for forming deep partnerships with agencies and brands across ANZ and this newly created senior role is expected to further drive its in-market customer service and support across ANZ. "We are committed to driving the absolute best marketing outcomes for all of our clients and Oliver will be pivotal in leading our customer success team across ANZ to new heights," said Paul Kent, Commercial Director APAC at Sizmek. "We're laser focused on becoming the alternative for advertisers and agencies who seek an alternative to restrictive walled garden environments so it's important we invest in our customer success team to add – and be accountable – for our customers' success." Prior to joining Sizmek, Oliver Senior-Leese spent almost three years as Senior Programmatic Manager at Audience360, responsible for implementing and overseeing data deals and media campaigns. Previously he spent over three years as Team Lead at Cadreon focusing on data analysis and visualisation to generate client insights and optimisations. Commenting on his appointment, Senior-Leese said, "I'm looking forward to using my strong data and insight capabilities to help create the optimal success for our agency partners and their brand clients. The combination of Sizmek's technical platform and our talented and growing client services teams means that we are well-placed to deliver exceptional marketing outcomes across ANZ." Senior-Leese will be based out of Sizmek's Sydney office and report to Paul Kent, Commercial Director APAC. /Ends For further information please contact: Sue Ralston or Pru Quinlan Einsteinz Communications – For Sizmek T: (02) 8905 0995 E: sue@einsteinz.com.au |pru@einsteinz.com.au About Sizmek Sizmek is the world's largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to fostering relationships of trust with agencies and brand as well as building meaningful, long-lasting relationships with customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Its AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

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