

# Jean-Christophe Conti

## Chief Executive Officer



With over 25 years of industry experience, Jean-Christophe (JC) joined VIOOH when the business launched in 2018. As CEO he leads a team of digital out of home and ad tech experts in developing and managing VIOOH's platform, which connects buyers and sellers in a premium marketplace, making OOH easily accessible.

In his role, JC is also responsible for driving the business' continued growth, and as of April 2022, VIOOH trades programmatically in fifteen markets across Europe, the US and APAC regions, with more countries to follow including in the LATAM region. With JC at the helm, VIOOH is achieving its aim to be the world's leading platform in the fast-growing global programmatic OOH sector.

An industry thought leader, JC is pioneering the transformation of digital OOH, championing its role in enhancing omni-channel digital campaigns through the use of programmatic and open real-time bidding technology. In this context, and due to his past experience, JC is a firm believer in the importance of transparency, in both digital OOH and across the media supply chain more broadly, a value which is firmly embedded at VIOOH as a company value.

Prior to joining VIOOH, JC's wide-ranging and international experience included roles in various media and ad tech companies as well as telcos, managing large multi-market commercial and product teams. He held senior roles at Yahoo!, where he spent over 10 years, latterly as Vice President, Partnerships Group for the EMEA region. Following this, he was Vice President managing the Publishers Business Unit, EMEA at AppNexus. JC holds a Master's degree from the Ecole Supérieure de Commerce de Paris.

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# Gavin Wilson

## Global Chief Customer and Revenue Officer



As Global Chief Customer and Revenue Officer at VIOOH, Gavin works with an experienced team supporting supply partners (media owners) and demand partners (DSP, brand and agencies). In addition to this, he now manages customer solutions and product deployment across the business, ensuring that our technology is rolled out at the highest level to all of our customers.

Gavin can be described as a programmatic expert, first moving into the sector in 2012, and has championed the technology ever since. Prior to joining VIOOH Gavin was CRO at German DSP Sociomantic Labs, where he was responsible for growing the business globally and working with each region to drive client value and interactions.

He went on to oversee its integration into dunnhumby, for whom he went on to work as Managing Director, Media, managing a large revenue and people portfolio for both digital and non-digital products, including the running of a full media department across multiple media channels using Tesco's first-party data and dunnhumby Science.

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# Jon Block

## Chief Product Officer



As VIOOH's Chief Product Officer, Jon is responsible for setting the global product vision and driving forward the product development and implementation of VIOOH's industry-leading automated trading and programmatic technology platform. As part of VIOOH's executive team, Jon plays a key role in VIOOH's mission to digitise and transform the Out of Home (OOH) media technology landscape.

Having broken free from his background in coding and technology, Jon Block is now making a career out of being an "acceptable face of geek" in the world of advertising technology. Jon started his media career as an engineer at ITV, the UK's largest commercial broadcaster.

With his degree in Natural Sciences from Cambridge University and the Royal Television Society's Young Technologist of the Year Award, Jon was destined for a career in some back room, hidden away from the public. However, he seized the chance to change this when he created and then led ITV's multi-platform commercial innovation programme.

In 2015 he moved into the world of ad tech where he led the product and platform vision for Videology and then Amobee in the EMEA region, helping to support broadcasters and advertisers to ensure that the right adverts reached the right people at the right time. After ITV's partnership with Amobee to create ITV's new programmatic platform, Planet V, Jon moved to Captify where he led the global product team helping define the future of independent search intelligence.

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# Simon Edwards

## Chief Technology Officer



A leader in the world of technology, Simon brings to VIOOH his experience from senior roles including AOL and Captify. Covering everything technical at VIOOH from Software Engineering to Support to Internal IT, Simon's team is the one stop shop for all things Technology at VIOOH!

Simon has a wealth of experience from the ISP and Online publishing world, before making the move into AdTech at AOL where he led the international targeting teams, alongside the international engineering team for Huffington Post and Tech Crunch.

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# Helen Miall

## Chief Marketing Officer



As CMO at VIOOH, Helen is responsible for global marketing strategy, thought leadership and supporting the expansion and adoption of programmatic DOOH worldwide. She is committed to helping the OOH industry transition to programmatic trading and maximise the opportunities to align with the wider digital media landscape.

She has also held senior marketing roles at O2, Turn, and Microsoft Advertising and was previously Global Head of Marketing at Parkopedia.

Whilst at adtech company Turn, Helen set up and ran marketing across the EMEA region, helping grow programmatic display from “new kid on the block” status to the established and dominant method of trading digital inventory across Europe. Helen spent the first nine years of her career in various client-side marketing roles at United Airlines and Air France.

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# Peter Vick

## Chief Financial Officer



As CFO at VIOOH, Peter is responsible for the planning, implementation, managing and running of all the finance activities of the company, including business planning, budgeting, forecasting and negotiations. He works closely with JC and the VIOOH Board to achieve VIOOH's strategic and financial goals.

A Chartered Accountant, Peter has held senior finance positions in a number of industry sectors including OOH. The knowledge and experience that he has gained from these positions has helped VIOOH grow from a fledgling company in 2018 to its current position as one of the world's leading platforms in the fast-growing global programmatic OOH sector.

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# Liz Dowling

## Chief People Officer



As Chief People Officer, Liz leads our people team (talent acquisition, business partners and people operations) so that we are a great place to work. Liz has been instrumental in developing our people strategy focused on building a world class people experience and creating our hybrid model.

Since 2014, she has been partnering with high growth tech and media companies to hire, develop and retain niche talent. Liz has led progressive talent strategies for hyper-growth and tech businesses. Taking some of the most innovative and creative organisations (Publicis Modem, AKQA & POSSIBLE) through rapid scaling, M&A across the globe she was an early adopter of HR Tech to develop great places to work.

Passionate about the Future of Work (FOW) - she launched Hacking HR London in 2021, where several global HR influencers and FOW experts presented. Liz is also an advisor and mentor for initiatives and HR Tech companies to create better futures.

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