



Former Emap and Talksport director joins Exponential to lead UK sales

London – 20 November 2014 – Digital advertising specialist Exponential Interactive has appointed former Emap and Talksport executive Jason Trout as UK commercial director.

He will be responsible for running Exponential's sales team and overseeing the large commercial trading agreements.

Trout joins from media and events company World Trade Group where he was COO. Prior to this, he was CEO of Columbus Travel Media and has held senior sales roles at Talksport, BSKyB, ITV and Emap - where he led the commercial launches of Grazia and Zoo.

"Having worked across TV, radio, publishing, events, digital content creation and distribution, Jason can put digital in the context of all media which will work well for our clients as the industry matures with us," said Doug Conely, Exponential's UK managing director. "He also brings significant complex trading and commercial leadership experience to strengthen our go-to-market approach and relationships at agency board level."

Trout said: "The digital industry is at a very interesting point as the lines between traditional media and online continue to blur. So it's a great time to be joining Exponential to help clients engage with consumers across display, video and mobile. I was particularly drawn by their varied partners across the media ecosystem and the focus on moving the industry forward by presenting the right solution based on clients' marketing objectives."

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About Exponential

Exponential Interactive (www.exponential.com) is the global provider of advertising intelligence and digital media solutions to brand advertisers. Our e-X Advertising Intelligence Platform combines one of the world's largest digital media footprints with proprietary audience data and technology to deliver advertising intelligence that enables smarter, better-informed marketing decisions. Our audience engagement divisions - Appsnack, Adotube, Firefly Video and Tribal Fusion - apply advertising intelligence to deliver high-impact, high-engagement campaigns across display, video and mobile media. Exponential offers solutions in 22 countries and reaches more than 500m unique users each month.

