

RadiumOne hires WPP leader for EMEA mobile programmatic role

Appointment of senior agency executive highlights the pressing need to communicate with agencies and brands about mobile programmatic

London – 26 November 2015: Programmatic media specialists RadiumOne have appointed WPP Mobile Leader, Jonathan Tom, as Head of Mobile Programmatic for EMEA.

Tom will be responsible for developing RadiumOne's mobile programmatic offering as it continues to expand across Europe, as well as providing guidance and support to agencies and brands. He will sit on the European executive board and report to European MD, Rupert Staines.

"Mobile programmatic is evolving fast and marketing technology companies need to better help agencies and brands navigate and understand how beneficial it can be in executing more successful campaigns," explains Staines. "To attract someone of Jonathan's calibre from the world's largest agency group enables us to do just that and confirms the increasing importance of mobile programmatic in digital advertising."

At WPP, Tom was VP EMEA at both Tenthavenue Media – a company focused on mobile audience and location products – and Joule, WPP's mobile marketing agency. Before WPP he managed Microsoft's Mobile Advertising Division in their Product Management & Strategic Partnerships team.

"Mobile, as an ad medium, is underperforming – accounting for 40% of internet time but only 27% of online ad spend," says Tom. "It's increasingly the preferred screen for consumers but advertisers are not responding in kind, which is understandable due to the complexity of the space. Given the critical role that mobile plays in the growth of programmatic media, I am keen to help advertisers and agencies realize the full potential of mobile first and cross-screen ad solutions across EMEA through RadiumOne's unique audience and sharing insights, unified programmatic platform and robust analytical tools."*

Tom also acts as a strategic advisor for two UK seed stage digital tech startups, Precise.tv and Teavaro.

*IAB/UKOM/comScore: Digital Time Spent Study (H1 2015) and IAB/PwC Digital Adspend Study (H1 2015)

About RadiumOne

RadiumOne is a global, programmatic marketing technology company that serves the world's top brands.

We unlock the value of sharing connecting brands with consumers based on their 'right now' emotions and passions. By harnessing the online audiences engaging with

& sharing online content we understand, segment & amplify this audience data enabling brands to reach consumers with paid media, in real-time, cross-device.

Founded in 2009 and based in San Francisco, RadiumOne has offices across the US, Canada, Europe and Asia/Pacific. To learn more about RadiumOne visit www.radiumone.com.