



## **Criteo Names Jonathan Opdyke as Chief Strategy Officer**

*As Part of a Growing Commitment to Building its Commerce Marketing Ecosystem, Proven Entrepreneur to Lead Strategic Efforts*

**NEW YORK—October 19, 2017**—[Criteo S.A.](#) (NASDAQ: CRTO), the leading commerce marketing technology company, today announced the promotion of Jonathan Opdyke to Chief Strategy Officer. This executive appointment is an important and forward-looking step in the company's commitment to its Commerce Marketing Ecosystem and the pivotal role it plays to ensure collaboration, openness and transparency for all participants. In his new role, Opdyke will reshape and strengthen the strategic foundation in which Criteo evaluates and pursues partnerships, alliances and acquisitions. He will also leverage his vast market knowledge to foster deeper collaboration within the commerce marketing ecosystem, delivering maximum performance and profits for retailers and brands.

In 2016, Opdyke joined Criteo as President of Brand Solutions, as part of the HookLogic acquisition. Opdyke has played an instrumental role as part of the company's leadership team to develop a vision and strategy that supports an open and trusted ecosystem with no walls, which in turn creates an effective environment for collaboration, paving the path for Criteo's transformation to become the undisputed leader in commerce marketing.

"The Criteo Commerce Marketing Ecosystem is founded on the idea that an open and trusted ecosystem creates an environment for collaboration and a powerful network effect that benefits all participants," said Eric Eichmann, CEO at Criteo. "Jon's strategic leadership will be instrumental in driving the future growth of this network of retailers, brands and partners, by developing innovative plans that solve for the challenges our clients face today and in the future."

"Commerce marketing is emerging as the next big frontier in digital media after search and social. Criteo is transforming to tackle this opportunity, leveraging our strong foundation in performance marketing," said Jonathan Opdyke, CSO at Criteo. "Our growing Commerce Marketing Ecosystem will empower clients to sell more and compete in a rapidly changing industry. This means new forms of collaboration and partnerships, as well as developing and acquiring the right technologies. I'm excited to drive this effort for Criteo."

Prior to his roles at Criteo, Opdyke co-founded HookLogic in 2004, growing it to a global enterprise powering advertising programs across the internet's most recognized ecommerce sites. He also led internet strategy for Xerox Corporation and international operations for online ad pioneer, Beyond Interactive. He holds Master's and Bachelor's degrees in Industrial and Operations Engineering from the University of Michigan Tauber Institute for Global Operations.

### **About Criteo**

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,700 Criteo team members partner with 16,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data. For more information, please visit [www.criteo.com](http://www.criteo.com).

### **Media Contact:**

Kenya Hayes  
[k.hayes@criteo.com](mailto:k.hayes@criteo.com)  
(703) 589-7595