



Criteo appoints Ryan Cook as UK Managing Director

Seasoned leader joins the local leadership team with the key role in defining the company's UK strategy

London, UK – January 12th, 2022 – [Criteo](#) (NASDAQ : CRTO), the global technology company that provides the world's leading Commerce Media Platform, today announces the appointment of [Ryan Cook](#) as Managing Director, UK.

In this role, Cook will be responsible for setting the local strategy and vision for the market, developing new products to grow both the new and existing portfolio of accounts across all Criteo business streams (Agencies, New Business, Key Account and Core). The role is also focused on helping Criteo work more closely with the media and wider advertising ecosystem, including close links with industry bodies.

Cook brings more than 12 years of experience across various roles within the AdTech sector, both in the US and in the UK. During his time at Nexage (now OATH), Cook launched the first Open RTB programmatic platform, helping establish the movement of brands and ad buyers to more transparent, tech-driven advertising. Since then, he has maintained a strong track record within the adtech sector for exceeding revenue goals and delivering high customer service standards.

Most recently, he served as Deputy Managing Director at Teads, where he led the launch of a pivotal self-service Ad Manager in Europe and its future-proofing, cookieless solution in the UK market.

“Ryan is, first and foremost an experienced, hands-on business leader who feels at home in an entrepreneurial, global environment,” said **Nicolas Rieul, Managing Director Western Europe & Head of Industry Relations Europe at Criteo**. “Throughout his career he has sought out opportunities to join fast-moving, ambitious companies with technology-first mindsets. Following the appointments of Joshua Koran, Karsten Rieke and Nola Solomon last year, Ryan offers us another brilliant strategic layer.”

“What attracted me to Criteo is the passion they hold for building their own tech as well as allowing employees to grow and work on new products,” said **Cook**. “Right now, Criteo is in a state of transformation and growth – two of my favourite things. With clients looking for solutions and consumer demands increasing, Criteo is right at the heart of connecting all of these dots –



it's an exciting place to be. Using my experience in programmatic and brand advertising, I hope to position Criteo as the commerce platform of choice in the UK market.”

Cook grew up in the United States and has lived in the UK for the last six years. He will be based in London with a national remit.

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About Criteo

Criteo (NASDAQ: CRTO) is the global technology company that provides the world's leading Commerce Media Platform. 2,700 Criteo team members partner with over 21,000 marketers and thousands of media owners around the globe to activate the world's largest set of commerce data to drive better commerce outcomes. By powering trusted and impactful advertising, Criteo brings richer experiences to every consumer while supporting a fair and open internet that enables discovery, innovation and choice.

For more information, please visit www.criteo.com.

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