



## **Criteo Adds New Leadership to the EMEA Client Solutions Team to Expand Commerce Media Ambitions**

*Leading Commerce Media Company Recruits Dunhumby Executive Marc Fischli and Bolsters Regional Leadership*

**London, February 7<sup>th</sup>, 2023** - [Criteo S.A.](#) (NASDAQ: CRTO), the commerce media company, today announced Marc Fischli has joined as Executive Managing Director, EMEA, and Nicole Kivel has been appointed Managing Director, Northern Europe. The appointments add a wealth of retail media, digital and ecommerce advertising experience to the EMEA Client Solutions Leadership Team, complementing the recent expansion of this team in the Americas. Together, they will lead the company's commercial realignment to better serve the needs of enterprise marketers and growth marketing businesses.

Fischli brings more than 20 years' retail and CPG experience, having recently served as Chief Client Officer at dunhumby, the customer data science company, where he was responsible for the company's global commercial and client operations teams. Prior to this, Fischli spent over five years at Diageo, a global leader in premium drinks, where he was General Manager of France and Poland. At Criteo, Fischli reports into Gleason and is responsible for driving revenue across the company's enterprise and growth client segments for EMEA.

"Marc has dedicated his career to helping retailers and brands drive sustainable growth through adopting and implementing customer-centric strategies. He brings unrivalled industry knowledge from working with some of the world's most sophisticated and respected companies across multiple geographies" said Brian Gleason, Chief Revenue Officer at Criteo. "We're thrilled to have him on board and are excited to see how we can shape the future of commerce media together."

"How marketers succeed in the future is changing rapidly around the centrepiece of first-party data. The move to real-time analysis and greater emphasis on predictive insights positions Criteo perfectly as a leader in the commerce media space. It's a pleasure to be joining a company at the forefront of advancements in machine learning and that holds such focus on creating meaningful outcomes for its clients," said Fischli.

### **Retaking the Reigns**

Kivel is re-joining Criteo having previously worked on the activation side of the business in Northern Europe before leaving in 2021 to join BazaarVoice, where she looked after some of the largest retailer relationships across Europe including Sainsbury's, ASDA, MediaMarkt and Leclerc. Kivel was an early evangeliser of the retail media space, having launched HookLogic UK, which was later acquired by Criteo. Over 10 years, her expertise has helped to advise the world's leading brands and agencies as they strengthen and expand their retail media strategy across EMEA.

As Managing Director Enterprise, Northern Europe at Criteo, Kivel oversees the commercial organisation for large enterprise clients across the key northern European region inclusive of UK, Benelux and Nordics. Her initial focus will be bringing Criteo's robust suite of products together to maximise digital strategy and monetisation programs among the region's biggest retailers and brands.

"It's thrilling to have the opportunity to play another part in Criteo's story. My experience and passion have always been helping retailers realise the untapped value of their customer data and helping them to maximise the full power of their tech stack. Criteo occupies such a unique position in the market to help retailers do this with its expertise in both retail media and performance marketing. By bringing these together, the Commerce Media Platform holds unrivalled potential to reshape what marketers, media owners and consumers have come to expect from advertising," said Kivel.

Bolstering the leadership across the EMEA Enterprise team led by Jill Orr, Managing Director Enterprise EMEA, Criteo has also appointed Nicolas Rieul to the position of Managing Director Enterprise, Southern Europe, and Sander Mes has been appointed as counterpart in the role of Managing Director Enterprise, Central Europe.

**ENDS**

#### **About Criteo**

Criteo (NASDAQ: CRTO) is the global commerce media company that enables marketers and media owners to drive better commerce outcomes. Its industry leading Commerce Media Platform connects 22,000 marketers and thousands of media owners to deliver richer consumer experiences from product discovery to purchase. By powering trusted and impactful advertising, Criteo supports an open internet that encourages discovery, innovation, and choice.

For more information, visit [www.criteo.com](http://www.criteo.com)

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