

## **Criteo Announces Strategic Leadership Appointments to Accelerate Growth and Innovation**

**NEW YORK, NY – JULY 30, 2025** – [Criteo](#) (NASDAQ: CRTO), the global platform connecting the commerce ecosystem, today announced the appointment of two seasoned leaders to expanded executive roles to advance its strategic priorities, effective immediately.

The Company's new structure consolidates product, R&D, and commercial strategy under these leaders – one overseeing Performance Media and the other Retail Media. This streamlined organization is designed to sharpen focus, align execution with opportunity, and accelerate its next phase of growth.

**Todd Parsons**, who joined Criteo in August 2020 as Chief Product Officer, will assume the expanded role of Chief Product Officer and President, Performance Media. He will oversee Criteo's Performance Media business to deliver AI-driven, full-funnel, cross-channel, self-service activation solutions that enhance every consumer interaction. During the last five years, Parsons has played a pivotal role in driving Criteo's AI and data innovation and shaping its transformation into a multi-product, outcome-based Commerce Media platform. Prior to joining Criteo, Parsons served as Chief Product Officer at OpenX and Chief Product Officer at SocialCode. He brings deep data expertise from his time at Acxiom, where he led the Marketing Services business and oversaw first- and third-party data strategy and activation for leading global brands, and earlier founded two startups, Aditive (acquired by Acxiom in 2014) and BuzzLogic.

**Sherry Smith**, formerly Executive Managing Director, Americas, has been promoted to President, Retail Media. She will lead the execution of Criteo's Retail Media ambitions to further advance its leadership in this fast-growing channel through scalable monetization solutions and best-in-class, AI-powered technology. Smith has been at the forefront of Retail Media since its earliest days. Since joining Criteo in June 2020, Smith has been a driving force behind the Company's expansion into a Retail Media powerhouse and has spearheaded several major retailer collaborations. Previously, Smith served as the Chief Executive Officer of Triad Retail Media, GroupM's Retail Media specialist company.

"Todd brings proven leadership in AI-driven innovation and Sherry brings a strong track record of delivering measurable client impact. In their expanded roles, they will help shape the next chapter of our growth," said Michael Komasinski, Chief Executive Officer of Criteo. "With Criteo's strong business fundamentals and ambitious long-term goals, this new structure will enable greater agility, sharper accountability, and a foundation for sustained performance and shareholder value creation."

Like Todd Parsons, Sherry Smith will report directly to Michael Komasinski, Chief Executive Officer.

The Company is also conducting a search for a Chief Customer Officer, a commercial leadership role designed to unlock greater customer lifetime value and ensure every client activates the full potential of our platform.

## **Contacts**

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## **About Criteo**

Criteo (NASDAQ: CRTO) is the global platform connecting the commerce ecosystem for brands, agencies, retailers, and media owners. Its AI-powered advertising platform has unique access to more than \$1 trillion in annual commerce sales—powering connections with shoppers, inspiring discovery, and enabling highly personalized experiences. With thousands of clients and partnerships spanning global retail to digital commerce, Criteo delivers the technology, tools, and insights businesses need to drive performance and growth. For more information, please visit [criteo.com](http://criteo.com).

## **Forward Looking Statements Disclosure**

This press release contains forward-looking statements, including our expectations regarding our market opportunity and future growth prospects and other statements that are not historical facts and involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure related to our technology and our ability to innovate and respond to changes in technology, uncertainty regarding our ability to access a consistent supply of internet display advertising inventory and expand access to such inventory, investments in new business opportunities and the timing of these investments, whether the projected benefits of acquisitions or strategic transactions materialize as expected, uncertainty regarding international operations and expansion, including related to changes in a specific country's or region's political or economic conditions (such as changes in or new tariffs),

the impact of competition or client in-housing, uncertainty regarding legislative, regulatory or self-regulatory developments regarding data privacy matters and the impact of efforts by other participants in our industry to comply therewith, the impact of consumer resistance to the collection and sharing of data, our ability to access data through third parties, failure to enhance our brand cost-effectively, recent growth rates not being indicative of future growth, client flexibility to increase or decrease spend, our ability to manage growth, potential fluctuations in operating results, our ability to grow our base of clients, and the financial impact of maximizing Contribution ex-TAC, as well as risks related to future opportunities and plans, including the uncertainty of expected future financial performance and results and those risks detailed from time-to-time under the caption “Risk Factors” and elsewhere in the Company’s SEC filings and reports, including the Company’s Annual Report on Form 10-K filed with the SEC on February 28, 2025, and in subsequent Quarterly Reports on Form 10-Q as well as future filings and reports by the Company. Importantly, at this time, macro-economic conditions including inflation and fluctuating interest rates in the U.S. have impacted and may continue to impact Criteo’s business, financial condition, cash flow and results of operations.

Except as required by law, the Company undertakes no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.