

Global Advertising Platform Company, Criteo, Welcomes Megan Clarcken as Chief Executive Officer

New York, NY — November 25, 2019 Renovata & Company is pleased to announce Megan Clarcken's appointment as chief executive officer of the global AdTech company, Criteo. She will work in its Paris, France headquarters—alongside founding chairman JB Rudelle—to accelerate Criteo's transformation into a leading technology platform.

"This is a very exciting time for me to join Criteo," Clarcken says. "Criteo has grown into a truly impressive company, with high-quality assets and talented teams, and I'm honored to lead the company into the next chapter of its development."

Since it was founded in 2005, Criteo's success has come from its core product—a sophisticated platform that powers personalized retargeting display advertisements. The company has a global ecosystem of more than 14,000 publishers and 10,000 e-commerce clients.

Criteo was an early technology player in retargeting—online advertising that targets consumers based on previous Internet actions. It has gone on to become one of the most valuable ad-tech companies founded in the past 15 years. While other players in this space relied on heavy marketing expenditure, Criteo's built its success on world-class product and engineering talent. In fiscal year 2018 alone, the company generated \$2.3B in revenue.

Now, with Clarcken at the helm, the company is positioned for more exponential growth. Criteo has diversified its product portfolio to cover the entire consumer journey and has made a number of strategic hires and acquisitions. Its goal is to transition from managed services to a self-service business model across mid-market and large accounts.

"Megan brings very strong industry expertise to the table," says Mannie Gill, Renovata & Company partner. "With more than 15 years of global leadership experience at Nielsen, she's well-suited to lead Criteo into this next stage of its business."

Clarcken's global media expertise is particularly relevant as Criteo recently introduced Criteo Retail Media, a retailer-facing software-as-a-service (SaaS) technology platform that allows retailers to monetize their inventory and audiences with brands—onsite, offsite and in mobile apps. The retail media offering gained significant traction in 2018, particularly in the U.S., growing 30% and creating a solid foundation and business opportunity moving forward.

Clarcken was most recently chief commercial officer of Neilson Global Media. Prior to that, she was resident of the Watch U.S. Media and International Watch commercial teams and global Watch Product Leadership organization at Nielsen.

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