

## **Criteo, a Leading Global Advertising Platform, Welcomes Brian Gleason as Chief Revenue Officer**

**New York, NY — April 15, 2022** Renovata & Company is pleased to announce the placement of Brian Gleason as chief revenue officer of Criteo, a leading global advertising platform. In his new role, he will lead a global team of more than 1,500 associates focused on helping clients drive outcomes on the open internet through Criteo's Commerce Media Platform solutions as well as fortifying Criteo's leadership in commerce media.

Approximately 2,800 Criteo team members partner with 22,000 marketers and thousands of media owners around the globe. In 2020, Criteo launched a traffic-generation product that allows advertisers to advertise using purchase intent data, and it introduced a self-service ad platform for its Criteo Retail Media division that allows advertisers to purchase media.

Through its Commerce Media Platform and solutions, Criteo is able to identify, reach and monetize consumers to drive \$40B of commerce outcomes for marketers such as New Balance and Macy's, and rich ad revenue for media owners like Yahoo! Japan and Carrefour in retail media. With more than 650M daily users, Criteo has the global reach to make it a real alternative for advertisers, publishers and brands. It reaches 50% of the US population, which is on par with Facebook.

"Criteo has grabbed the attention of the market by carving out a unique and compelling position within our industry," Gleason says. "I'm excited to help our clients and our company realize the full potential of the commerce media opportunity we're all staring at across the open internet."

"Brian is an industry-proven executive with experience incubating and scaling global media companies," says Mannie Gill, Renovata & Company partner. "He comes to Criteo from media investment agency GroupM, a WPP subsidiary, where he serves as the global chief commercial officer overseeing a high-growth multi-billion-dollar portfolio of businesses."

Prior to GroupM, Gleason was chief executive officer of Xaxis, a global programmatic audience platform, and he has served in leadership roles at various advertising and technology companies, including IDG TechNetwork and Dell EMC.

This appointment highlights Renovata & Company's depth and expertise as a search firm and advisor to the leading private- and growth equity-backed digital, SaaS, IoT companies, their boards, and investors across the US and Europe.

### **About Renovata & Company**

Renovata & Company is a global executive search and private equity advisory firm. We are trusted by financial sponsors, their portfolio companies and public corporations to deliver transformational leaders and valuable investment insights. Renovata & Company's executive search activities are focused on the most complex search assignments—board-level mandates which include board directors, CEOs, CFOs and other C-suite executives, as well as investment professionals and Operating Partners—and we provide strategic counsel to clients across the technology, digital, business services, industrial, consumer and retail sectors. Renovata & Company has relationships with over 50 of the top 100 private and growth equity firms globally. Our private equity advisory services include diligence support, backable executive introductions and deal sourcing. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. We are privately held and operate from five offices across two continents: Boston, Hamburg, London, New York and San Francisco. [www.renovata.com](http://www.renovata.com)

#### **Contacts:**

Mannie Gill  
Partner  
[Mannie.Gill@renovata.com](mailto:Mannie.Gill@renovata.com)

Anne Lucas  
Consultant  
[Anne.Lucas@renovata.com](mailto:Anne.Lucas@renovata.com)

#### **Location:**

Renovata & Company  
880 Third Avenue  
12<sup>th</sup> Floor  
New York, NY 10022  
+1 646-454-5351  
[contact@renovata.com](mailto:contact@renovata.com)