

## **Criteo, a Leading Global Advertising Platform, Welcomes Rik Van Der Kooi as Board Member and Advisor**

**New York, NY — June 20, 2023** Renovata & Company is pleased to announce the placement of Rik van der Kooi as a board member and advisor for Criteo, a leading global advertising platform.

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 identifies, reaches and monetizes 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 650 million 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.

"I'm excited to contribute to the advancement of commerce media and help marketers and media owners thrive by delivering true value for consumers," van der Kooi says. "In a time when delivering maximum value to consumers at every touchpoint has never been more important and shopping is happening anywhere, commerce media serves as a powerful conduit: It enables retailers to create value out of their media assets, advertisers to efficiently reach consumer and consumers to easily find what they are looking for."

"Rik has more than a decade of experience building and scaling profitable global advertising businesses," says Mannie Gill, Renovata & Company partner. "His track record as a transformative leader in the technology industry and his deep expertise in advertising are pivotal as Criteo enters its next stage of growth."

Van der Kooi was head of Microsoft Advertising from 2010 to 2022, where he led the acquisitions and integration of PromoteIQ and Xandr. He served for more than 10 years as a board member of the Interactive Advertising Bureau (IAB), the national trade association for digital media and marketing industries; he also acted as interim chairman of the trade association from 2018 to 2020. Van der Kooi joined Microsoft Corporation in 1999 and served in various leadership roles, including as chief operating officer of the Online Services Division.

### **About Renovata & Company**

Renovata & Company is an executive search and private equity advisory platform, trusted by boards, financial sponsors and their portfolio companies. Our global platform delivers transformational leaders, high-performing teams, and valuable insights that drive superior business and investment outcomes. Renovata's executive search activities are focused on high-impact, board-level mandates, including CEOs, CFOs, other C-suite executives and board directors. Zeren delivers broader talent solutions, supporting businesses as they build teams throughout the organization. With relationships across 60 leading private equity firms, we also provide specialized diligence and advisory services, including executive/operating advisors, diligence support, sector development and deal origination. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. With a heritage in software and technology-enabled services, Renovata & Company now serves digital-first companies in multiple industries across North America and Europe. [www.renovata.com](http://www.renovata.com)

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