

# Exponential Interactive appoints Tyler Greer, head of strategy, APAC

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*Director of sales, AdoTube, ANZ promoted to lead sales strategy across Asia Pacific and South Africa*

In this new role, Greer will be responsible for helping to lead the company's sales strategy across the region and will implement a number of initiatives designed to better align integrated solutions across all of Exponential's engagement divisions - Appsnack, AdoTube, Firefly Video and Tribal Fusion. He will also continue to lead AdoTube, Exponential's global in-stream video advertising solution in ANZ, whilst overseeing the strategies for all display, video and mobile offers across APAC and South Africa.

John McKoy, chief revenue officer at Exponential, said: "Since joining Exponential in 2012, Tyler has played a pivotal role in defining our sales strategy for Adotube and has significantly improved the performance of the local team.

"He has increasingly collaborated with our display and mobile teams to share key learnings and drive performance so we are delighted to formalise and extend his role as head of strategy across APAC."

Greer commented: "I'm looking forward to helping refine and enhance Exponential's go-to-market initiatives so we can better support the objectives of our clients across all display, video and mobile. By applying a more cohesive strategy across of all our engagement divisions we expect to improve campaign performance across the region."

Prior to joining Exponential in 2012 as director of sales, Australia & New Zealand, for AdoTube where he was tasked with launching the global in-stream video advertising solution in the region, Tyler was a senior strategist at Starcom. He spent five years at Mindshare, most recently as strategy director and began his career as sales and marketing manager for Street Press Australia and a digital/media promotions director for Roadshow Films.

Greer will continue to be based in Exponential's Melbourne office.

## About Exponential

Exponential Interactive ([www.exponential.com](http://www.exponential.com)) is the global provider of advertising intelligence and digital media solutions to brand advertisers.

Our e-X Advertising Intelligence Platform combines proprietary audience data and technology to deliver advertising intelligence that enables smarter, better-informed marketing decisions.

Our audience engagement divisions - Appsnack, AdoTube, Firefly Video and Tribal Fusion - apply advertising intelligence to deliver high-impact, high-engagement campaigns across display, video and mobile media.

Exponential offers solutions in 22 countries and reaches more than 450m unique users worldwide every month.

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