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## **Adsmobi expands Mobile Advertising offerings with two new Sales Directors**

Thomas Anderson (USA) and Wandrille Pruvot (EMEA) join Global Sales team

**New York, NY July 5, 2010** ([www.adsmobi.com](http://www.adsmobi.com)) – adsmobi is celebrating the addition of two new stellar sales directors with deep experience in the global mobile advertising markets.

“After a great launch in February, adsmobi has come quickly off the ground and generated increasing revenues and ties to brands and service companies in the mobile marketing industry. We welcome Thomas and Wandrille to our team to expand our service offerings!” stated Ramy Yared, MD of adsmobi Inc. headquartered in New York City.

Thomas Anderson is the new Sales Director Americas based in New York and joins adsmobi from Jumtab. Wandrille Pruvot is the new Sales Director EMEA and was recently with Buzzcity – he will be based in Paris. Both Thomas and Wandrille report to Ramy Yared, the Managing Director of adsmobi.

adsmobi has partnered with ad network aggregator Smaato and has access to Smaato’s growing worldwide network inventory of 6000+ publishers with 8+ billion ad requests monthly. adsmobi delivers value to brands and mobile advertisers by providing targeted access to premium mobile inventory consisting of mobile website publishers and mobile applications – including apps for iPhone and Android devices.

### **About adsmobi Inc.**

adsmobi is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers. adsmobi delivers premium advertising traffic for advertisers through partnerships with leading mobile mediation and optimization platforms.

adsmobi matches agencies and brands, with the best mobile publisher inventory to achieve their mobile ROI goals. adsmobi focuses on the advertiser “buy side” of the mobile advertising ecosystem. The adsmobi ad server will help effectively manage media spending with the flexibility to target a desired audience at the right time, in the right place, on the right device.

Managing Director Ramy Yared has experience of more than 6 years in mobile advertising through his recent senior sales positions with Smaato Inc. and Buzzcity Ltd. During that time he was involved in driving ad revenue growth for both mobile advertising service leaders. Prior to Buzzcity, Ramy helped build the Americas presence of Media Plaza and was also based in their Paris headquarters.

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Photos of the adsmobi team are available on the web site <http://www.adsmobi.com>  
Biographies of Thomas Anderson and Wandrille Pruvot are attached below:

**Thomas Anderson, Sales Director Americas**

Thomas comes to adsmobi from the mobile start-up Celtra where he was the Director of Sales focused on selling their Software as a Service Mobile Marketing Platform. Prior to Celtra, Thomas served as Sales Manager at JumpTap, where he was responsible for mobile search and display advertising across their carrier and publisher networks primarily focusing on AT&T.

Thomas got his start in mobile advertising at Enpocket launching the Sprint Mobile Media Network, the first carrier portal to launch display mobile advertising. Enpocket was acquired by Nokia 2007 and renamed Nokia Interactive, a full-scale mobile ad network with mobile solutions.

He holds a Bachelor of Arts degree from the University of Wisconsin and resides in New York City. You can follow him on twitter @MobileAdsGuru or his LinkedIn page [www.linkedin.com/in/mobileleadsguru](http://www.linkedin.com/in/mobileleadsguru)

**Wandrille Pruvot, Sales Director EMEA**

As Regional Director of EMEA, Wandrille is based in Paris, France. He has 10 years of experience in the mobile industry, focused on entertainment, payment and advertising. Prior to joining adsmobi, Wandrille led the Buzzcity team in Europe, paving the way for the Singapore headquartered company in a previously untapped market.

As part of his career in mobile, he worked as a Business Development Consultant at Netsize, focusing on Premium SMS and Mobile Entertainment projects for American and international clients. Previously Wandrille worked in Canada for Mediapiazza as Business Development Manager as well as Marketing Director.

He studied at Sciences Po Paris, with a Marketing Major, then New Technologies of Information and Communication at Ecole de Management de Lyon & Ecole Centrale de Lyon.