



Rubicon Project Sees Rapid Growth Opportunities in Latin America

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Leading Premium Sellers and Buyers Converge for Region's First Marketplace Summit; Rubicon Project Announces Key Latin America Hires

MIAMI--(BUSINESS WIRE)-- [Rubicon Project](#) (NYSE: RUBI), a global technology company leading the automation of advertising, announced today a trio of key new hires to support the burgeoning Latin American region for advertising automation. The announcement follows the region's first ever marketplace summit, hosted by Rubicon Project, and attended by industry leaders from companies including Globo, UOL, Terra, Abril, iG, Record, R7 and RBS in addition to representatives from each of the top 10 buying agencies in Brazil. Brazil is positioned to become the fourth-largest global advertising market by 2018 with an estimated digital advertising spend in 2015 in excess of \$3 billion¹.

"Latin America is poised to see significant growth in the automation of advertising in the years ahead," said Jay Stevens, General Manager, International for Rubicon Project. "By bringing increased efficiency and removing the friction from the buying and selling process, digital advertising can flourish, allowing for marketing investment to better follow consumer media consumption."

Rafael Davini, Chairman of IAB Brazil, and Matias Alpert, Chief Digital Officer from Ogilvy & Mather Latin America, joined the summit's line-up of speakers offering attendees insight into shifts coming to the advertising market in 2015 and beyond.

The summit followed the recent joint announcement that e-planning, Latin America's leading ad serving solution with more than 250 sellers in the region, would be integrating its ad server directly into Rubicon Project's exchange to power access to buyers seeking premium seller inventory.

Commenting on the growth in the region, Patrizio Zanatta, Managing Director of Latin America for Rubicon Project, explained, "We have seen increasing interest in advertising automation across Latin America by some of the most important premium sellers and buyers and we believe we are making the right investments to ensure we help advance that growth. Expanding our team and commitment to the region strengthens our local market knowledge and helps us to be well positioned to support the adoption of advertising automation technologies for our clients."

To support the growing business within the region, Rubicon Project is expanding its Latin American operations with three new appointments. Daniel McKay, who joined Rubicon Project in 2011, will move from London to the role of Account Director, Buyer Cloud Latin America. McKay brings with him deep experience working with leading buyers including agencies, digital advertising networks, mobile media agencies and Demand Side Platforms (DSPs). McKay is joined by new hires Hugo Tashiro, Sales Director, Buyer Cloud, Latin America, who will be based in Rubicon Project's Sao Paulo office, and Alex Garcia, who will assume the role of Account Director, Seller Cloud, Latin America. Alex was previously the Head of Programmatic Sales and Development at Grupo Clarin's USA AdNetwork, Medula, and previously Terra Networks.

About Rubicon Project

Rubicon Project (NYSE: RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative technology solutions to connect buyers and sellers globally. www.RubiconProject.com [@RubiconProject](#)

¹ eMarketer: <http://www.emarketer.com/Article/Total-Media-Ad-Spending-Brazil-Pass-20-Billion-This-Year/1012339>



Source: Rubicon Project

Rubicon Project
James Aldous, 626-376-5531
press@rubiconproject.com