

2017-11-16

Tradedoubler names François Pacot to Chief Technology Officer



Stockholm, 16 November 2017 - Tradedoubler today announced the appointment of François Pacot to Chief Technology Officer. Pacot joined Tradedoubler in December 2016 when the group acquired R-Advertising, an email marketing company in which he holds the position of CEO.

Pacot will oversee the strategic product development direction of Tradedoubler. With the nomination of Pacot Tradedoubler will open a new product development hub in Aix-en-Provence, France. This new hub will focus on the development of a new user platform and new functionalities to drive more revenue for our clients and partners. The development team in Stockholm will continue to work on Tradedoubler's core platform, tracking and data.

“François Pacot is a strong product strategist. With his appointment as CTO and the establishment of a second product development hub we ensure that Tradedoubler continues to set market standards in affiliate and performance marketing.” says Matthias Stadelmeyer, Chief Executive Officer at Tradedoubler.

Prior to Tradedoubler and R Advertising Pacot founded RoyalCactus, a leading social & mobile gaming company. He holds a Master's Degree in Engineering from Télécom Bretagne in France and a Marketing Certificate Degree in Marketing from the University of California, Irvine.



For further information, please contact:

Andrea Schätzl-Naeve, Digital Marketing and Communication Manager

press@tradedoubler.com

About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology powering a unique network of connections. Combining 18 years of digital marketing innovation and expertise, global presence and a market leading technology platform, Tradedoubler offers tailored performance solutions for advertisers and publishers. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and has since developed its offering to include actionable data driven insights and User Journey tracking thanks to its proprietary business intelligence tool, ADAPT. Among Tradedoubler's advertisers are Accor, Microsoft Store, HP, and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com

