

Comms - Exciting organizational changes

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Tradedoubler, a leading global partner network provider, has recently announced several key organizational changes. To further enhance its strategic and operational efficiency, with the goal of boosting partnerships for Brands, Publishers and all stakeholders, the company is investing into pivotal areas including marketing, operations, and country management.

The first of these changes is the appointment of Derek Grant as VP of Operations. Whilst continuing in his current role as General Manager UK, Derek will spearhead the development of strategies aimed at operational excellence, global brand and publisher management, and sales operations. "We have experienced huge developments in operational excellence in many local TD markets and I am very excited to lead this internationally, in order to lift our standards even higher.", says Derek Grant on his new responsibility.

Furthermore, Uli Bartholomäus, the current Nordics Regional Director, has been appointed as VP of Marketing. Along with a global Marketing team, the aim is to create and implement authentic positioning strategies, steer the development of brand and product strategies, and drive forward global sales strategies to fortify Tradedoubler's market presence. Uli Bartholomäus is quoted "I revel at the opportunity to express TD's authentic self: strong in people, service and tech. It's a strategic marketing job that I consider to probably be the coolest I've ever had."

The role of Nordics Regional Director will be now held by Camilla Johansson, a seasoned partner marketing professional, with a wealth of experience within the company and industry. With her client-centric mindset, Camilla is poised to lead the team with growth-oriented strategies to boost successful partnerships for Brands and Publishers alike. Camilla Johansson states that: "Innovation and active campaign planning are the key impact drivers for our Brands and Publishers. Our TD culture today is characterized by curiosity and a growth mindset, and I am very much looking forward to continue on this road."

"These strategic appointments underscore Tradedoubler's commitment to fostering innovation, driving sustainable growth, and delivering exceptional value to Brands and Publishers worldwide. I am sending Camilla, Derek and Uli a load of high-fives to wish them all the best in their new roles.", says Matthias Stadelmeyer, CEO of Tradedoubler.