



## **Carsten Ludowig heads EMEA Sales Team at leading global mobile RTB ad exchange Smaato**

**Hamburg, Germany – August 1<sup>st</sup>, 2013** – [Smaato](#), the leading global mobile Real Time Bidding (RTB) ad exchange and mobile Supply Side Platform (SSP), has hired Carsten Ludowig as Vice President Sales EMEA to support the company's rapid growth. Recognized as one of mobile advertising's pioneers in Germany, Ludowig will bring his strong sales and business development background to Smaato to expand the company's business in the region.

Based at Smaato's EMEA office in Hamburg, Ludowig is responsible for all sales activity in the region. He leads Smaato's publisher and demand team.

"Mobile and real time advertising have become media industries' biggest growth stories in recent years and Smaato is combining both of them in one intriguing offer," said Ludowig. "Mobile ad spends are set to double until 2014 in Western Europe alone. That makes it a really exciting time to drive a sales team in a company as ambitious and well-positioned in the mobile and RTB space such as Smaato."

Ludowig has 17 years of experience in digital media sales with companies including Deutsche Telekom's Interactive Media and Gruner + Jahr EMS where he generated digital advertising revenues with premium publishers and successfully built the company's mobile advertising business from scratch. He was one of Mobile Advertisings Circle's founding members. Ludowig joins Smaato from his previous position as Director Advertising and Partnerships at XING.

"Carsten's ability to build and steer successful revenue-driven teams that serve customers' needs will help us to further strengthen Smaato's position as the leading global mobile RTB Exchange." Ragnar Kruse, CEO Smaato added. "He is a trusted expert in digital and mobile sales and brings knowledge and expertise that Smaato and our partners will benefit from. There is a trend of centralizing global advertising spend on mobile devices and Carsten and his team will drive that spend to our RTB platform to solidify Smaato's position as the leading global mobile RTB ad exchange." Kruse ended.

###



**About Smaato:**

Smaato is the leading global mobile RTB ad exchange and helps mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato provides Ads for Apps, and operates the leading RTB ad exchange and mobile ad optimization platform. More than 70,000 app developers and publishers use Smaato to monetize their content in 230 countries.

Smaato's unique feature is the aggregation of 90 Ad Networks and 100 DSPs to maximize mobile advertising revenues. Through an open API and the widest range of SDKs, Smaato technology can be easily integrated with ad networks, ad inventory owners (publishers and app developers) and 3rd party ad technology providers.

Smaato is an initial member of the OpenRTB Mobile subcommittee and an active member of the Mobile Marketing Association, Mobile Entertainment Forum (MEF), Singapore Infocomm Industry (SITF), Singapore IT Federation and the German Digital Media Association BVDW.

Smaato received a Top 100 Private Company Award by AlwaysOn Media (2013, 2012, 2011, 2009 & 2007), is one of the AlwaysOn Global 250 winners in the Mobile category (2013, 2012 & 2011) and was named a "company to watch in 2010" by Financial Analyst Company GP Bullhound.

Smaato's global headquarter is in San Francisco, California. The privately held company was founded in 2005 by an experienced International management team. Smaato's European office is in Hamburg, Germany and the APAC office is in Singapore.

For more details please visit: [www.smaato.com](http://www.smaato.com)

**Press contacts:**

For PR inquiries, please contact Smaato's PR team:

**EMEA:**

Liberty Comms

Pippa Melamet / James Ash / Finbarr Begley

0044 20 7751 4444

[pr@smaato.com](mailto:pr@smaato.com)