

Exponential Interactive appoints APAC managing director John McKoy as Chief Revenue Officer

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McKoy sets his sights on continued growth for Exponential, bringing more than 15 years of digital industry experience to the table.

Emeryville, Calif. - October 29, 2013 - Exponential Interactive, the global provider of advertising intelligence and digital media solutions, today announced John McKoy as Chief Revenue Officer. Formerly the managing director of Asia-Pacific, McKoy transitions into his new role from within Exponential Interactive to manage all of Exponential's revenue producing, external facing teams in the US and globally.

"By combining some of the most advanced audience targeting and optimization solutions with compelling and engaging ad experiences across display, video and mobile, Exponential Interactive has separated itself in the advertising intelligence space. Now the mission is to take those solutions to advertisers and agencies so they can gain the maximum benefit. It's an enormous challenge in such a competitive and complex landscape, but one that's a privilege to take on," said McKoy.

As CRO, McKoy will be responsible for retaining and growing revenue across Exponential's products, which cover audience discovery, modeling and targeting, as well as audience engagement in display, video and mobile through in-stream video specialist AdoTube, mobile engagement provider Appsnack, display video platform Firefly Video and performance display division Tribal Fusion.

Dilip DaSilva, founder and CEO of Exponential, said: "We are thrilled to have John join our senior executive team. His significant experience and understanding of our clients' needs will prove extremely valuable as we continue to expand the take-up of our technologies and solutions worldwide."

With more than 15 years in media experience, seven years specifically in the digital space, McKoy brings a breadth of knowledge covering all areas of advertising including television, print, agency, media buying and creative.

Prior to Exponential, McKoy held roles leading the sales and business development teams at ninemsn, Sensis and Sensis Mediasmart.

McKoy will be based in Exponential's Melbourne office.

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