



Adjust GmbH Saarbrücker Straße 37a, 10405 Berlin, Germany
Adjust Inc. 535 Mission Street, San Francisco, CA 94105, United States of America
Phone +49 30 91 46 00 83, Fax +49 30 25 74 96 75 www.adjust.com

Adjust Strengthens Leadership Team With the Appointment of Melissa Bohlsen as Vice President of Marketing

Bohlsen to focus on go-to-market strategy for the Mobile Measurement Leader

San Francisco/Berlin, 8th November , 2018 -- [Adjust](http://www.adjust.com), the global mobile measurement and fraud prevention leader with 14 offices across the world, today announced the appointment of seasoned marketing professional Melissa Bohlsen as its new VP of Marketing. Bohlsen will focus on developing Adjust's communications, branding and go-to-market strategies to continue strengthening the company's position worldwide.

Bohlsen joins Adjust from BCG (Boston Consulting Group) Digital Ventures, where she served as Marketing Lead for Germany. She has over a decade's marketing experience both in Germany and the United Kingdom, as well as an extensive background in mobile. Prior to BCG, Bohlsen served as Global Marketing Director at Glispa Global Group, a mobile ad tech firm, where she led all marketing and communications activities.

Commenting on the appointment, Christian Henschel, Co-founder and CEO at Adjust, said: *"We're delighted to have Melissa join Adjust and have her bring her industry expertise and leadership to the company. Having been profitable for more than three years, the business' solid foundations mean we're in a great position to expand and evolve our services. As we continue to develop our product portfolio, Melissa's leadership will further accelerate growth, strengthen our position worldwide, and bolster our leadership team."*

Bohlsen added: *"Adjust's expansion over the past seven years makes it one of the German tech scene's biggest success stories. The company's vision and ambition set it apart, and makes it an incredibly exciting business to be a part of. With big plans on the horizon, I look forward to helping increase Adjust's pace on the market and bringing greater brand awareness to clients and prospects on a global scale."*

Bohlsen's appointment follows Mirko Deneke's hire as CFO in August, and a successful year for the company as a whole. Since 2013, Adjust has more than doubled its revenues every year, and has grown to 300 employees while maintaining profitability.

#

About Adjust

Adjust is the industry leader in mobile measurement and fraud prevention. The Berlin-based company provides high-quality analytics, measurement and fraud prevention solutions for mobile app marketers worldwide, enabling them to make smarter, faster marketing decisions. Adjust is a marketing partner with all major platforms, including Facebook, Google, Snap, Twitter, Line, and WeChat. In total, more than 22,000 apps have implemented Adjust's solutions to improve their performance.

Adjust is the only attribution company to meet stringent EU privacy standards and is fully compliant with GDPR. For more information, interested parties can visit <http://www.adjust.com>.