



## MEDIA ALERT

### **adeven: Senior appointments bolster team for International growth**

- Giuseppe Bellanca, appointed as Commercial Director, EMEA, adeven –
- Hendrik Volp, SVP Global Partnerships, adeven –
- London office opens ahead of schedule to meet demand -

25<sup>th</sup> September 2012, [adeven](#) the Berlin and London-based intelligent mobile analytics and ad verification company today confirmed with immediate effect the appointment of two senior executives onto the management board of adeven. Giuseppe Bellanca joins as Commercial Director for Europe, and will be based from the company's newly opened London office, and Hendrik Volp joins as SVP Global Partnerships.

The appointments come as adeven makes waves in the mobile ad space with the recent launch of [adjust.io](#) - the mobile tracking and verification solution that improves tracking, verification and optimizing of both response and branding campaigns.

Giuseppe Bellanca joins adeven from Sony PS3 (Vidzone) where as Commercial Director EMEA he was responsible for monetizing the mobile and social network platforms within the Sony Playstation Network. Prior to this Giuseppe held senior positions at Unanimis, a large digital advertising network and IGA Worldwide where as VP Europe he had full balance sheet responsibility.

Bellanca will work from the company's newly opened London office, based at 131-151 Great Titchfield Street, London W1W 5BB.

Hendrik Volp joins adeven from Adconion Media Group where he served as Director Partner Development and Ad Operations. Before Adconion, he held a Position as co-founder and VP Business Development at JOGO Media, being responsible for global partnerships. He also had spells with AdLINK Internet Media and CineClix Distribution Inc. Volp will be responsible for building out adeven's developer, publisher and agency network with an initial focus on Europe and America.

"Adding two seasoned professionals to the senior management team is testament to the opportunity, scope and appeal of adeven. We are scaling for growth in what we see as a green field opportunity to service a pent up demand for information." Christian Henschel, co-founder and CEO of adeven.

**-ENDS-**