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Adjust Strengthens Agency Partnerships And Enterprise Sales With Appointments Of Industry Veterans Kelly Mullins And Bill Gerber

As the U.S. market becomes increasingly mobile-first, Adjust continues to invest in simplifying agency partner integrations, while offering brands long-term solutions to improve marketing performance

San Francisco / Berlin, March 12, 2020 — [Adjust](#), a global B2B SaaS company, today announced the appointments of two seasoned leaders to strengthen its agency partnerships and enterprise sales practices in the U.S. With [U.S. advertising spend](#) on pace to reach nearly \$390 billion this year, Adjust is ramping up its investments in the increasingly mobile-first region to help more brands improve their mobile marketing performance.

Kelly Mullins joins as Global Director, Agency Partnerships, and Bill Gerber joins as Head of Enterprise Sales, U.S. Their appointments signal an increasing focus on strategic partnerships and accounts, as the company continues to develop its 2,000-strong network of trusted global partners and expand its enterprise client roster in the U.S. Adjust currently works with more than 32,000 apps, including leading U.S. brands such as Canon, Dominos, Jam City, Lumos, Sony Funimation, Viacom and Zynga.

Mullins is responsible for building and maintaining agency relationships around the world. This includes equipping advertising agencies to run efficient mobile-centric campaigns and drive growth for mutual clients.

Mullins joins Adjust from deep linking and attribution platform Branch, where he served as Director of Business Development. Prior to Branch, Mullins held management roles at Amazon, video game company Electronic Arts and partner marketing platform TUNE.

A performance marketing industry veteran with over 25 years of experience at emerging B2B SaaS businesses, Gerber is responsible for leading Adjust's enterprise sales strategy for the U.S. As more and more industry verticals are disrupted by mobile-first and mobile-only players, Gerber will help brands build value, grow audiences, and protect their investments from advertising fraud with custom, long-term solutions.

Gerber also joins from Branch, where he served as Head of Strategic Accounts and had previously been Head of Global Marketplace for TUNE. Prior to those roles, Gerber held senior leadership positions at Coremetrics (acquired by IBM) and IBM Global Business Services.

"Adjust's network of trusted partners plays an integral role in providing accurate, actionable and fraud-free data for our clients. At the same time, to stand out in the highly competitive mobile-

*first market, brands are looking for large-scale, long-term, streamlined solutions to complex mobile marketing challenges.” said **Christian Henschel, co-founder and CEO of Adjust.** “We’re thrilled to have Kelly and Bill’s leadership and entrepreneurial minds to move our U.S. agency partnership mission and enterprise client engagement strategy forward.”*

The appointments are the latest in a string of recent hires to the global tech company’s senior team. Earlier this year, Adjust announced two new [senior sales appointments](#). The company now counts over 430 employees across its 16 locations worldwide.

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About Adjust

[Adjust](#) is a global B2B SaaS company. Born at the heart of the mobile app economy and grown out of a passion for technology, the company now has 16 offices around the world.

Adjust’s platform includes measurement, fraud prevention, cybersecurity and marketing automation products. Together, they make marketing simpler, smarter and more secure for the 32,000 apps working with Adjust. Global leading brands including Procter & Gamble, Rocket Internet and Tencent Games have implemented its solutions to secure their budgets and improve results.

Last year, the company secured one of 2019’s largest funding rounds in Europe, raising nearly \$230 million.

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