



Adjust GmbH Saarbrücker Straße 37a, 10405 Berlin, Germany
Adjust Inc. 500 Montgomery Street, Suite A, San Francisco, CA 94111, USA.
Phone +49 30 91 46 00 83, pr@adjust.com, www.adjust.com

Adjust Appoints Digital Media and Advertising Veteran Lynda Clarizio to its Board

Appointment follows the company's \$227 million funding announcement last month

San Francisco / Tokyo / Berlin - July 9, 2019 - [Adjust](#), the global leader in mobile measurement, fraud prevention and cybersecurity, today announced that Lynda Clarizio, former president of Nielsen U.S. Media, has joined the company as a non-executive board member. Clarizio will assist Adjust's leadership in the strategic direction of the company as it continues to unify brands' marketing efforts, making marketing simpler, smarter and more secure.

Clarizio's appointment comes during a period of strong, sustained growth for Adjust. Last month, the company [announced](#) a new \$227 million round of funding, which it will use to expand its product suite and grow in new and existing markets. Since 2013, Adjust has more than doubled its revenue every two years and has done so profitably over the past four years.

"Lynda's varied experiences growing and scaling businesses, coupled with deep knowledge of data, analytics and measurement are an asset to our company and to the industry," said Christian Henschel, Co-founder and CEO of Adjust. *"She is a digital media and advertising veteran, and we are looking forward to her strategic guidance as we take Adjust to its next stage of growth."*

"Adjust is the leading global platform empowering brands with mobile attribution and other measurement along with best-in-class fraud prevention. I am impressed with the strong leadership of Christian Henschel and Paul Muller, and their commitment to bringing greater trust and transparency to the rapidly growing business of mobile marketing," Clarizio said. *"I am honored and excited to work with Adjust as the company expands its platform and suite of measurement solutions."*

Clarizio, who was named one of [2017's "50 Most Powerful Women in New York" by Crain's](#), brings to Adjust's board almost 20 years of executive experience growing and scaling businesses, with a particular focus on data and technology. Most recently, as president of Nielsen U.S. Media, she was responsible for leading the performance of Nielsen's business providing media and advertiser clients with measurement and marketing effectiveness solutions across television, digital, audio and other media. Prior to that role, she was executive vice president for corporate development and operations at AppNexus. Clarizio also served as chief executive officer and president of INVISION, Inc., and previously had a decade-long career at AOL, where she held a variety of executive positions, including president of AOL's consolidated advertising businesses.

Aside from Adjust, Clarizio serves as a member of the boards of directors of CDW, Resonate, OpenSlate and Human Rights First. She is a graduate of Harvard Law School, where she earned a Juris Doctor, and holds a Bachelor of Arts degree from Princeton University.

###

About Adjust

Adjust is the industry leader in mobile measurement and fraud prevention. The global operating company provides high-quality analytics, measurement, fraud prevention and cybersecurity 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 Tencent. In total, more than 25,000 apps have implemented Adjust's solutions to improve their performance. Founded in 2012, today Adjust has global offices in Berlin, New York, San Francisco, São Paulo, Paris, London, Moscow, Istanbul, Tel Aviv, Seoul, Shanghai, Beijing, Tokyo, Mumbai and Singapore.

Adjust recently acquired data aggregation platform Acquired.io and award-winning cybersecurity and AI startup Unbotify. In February 2019, the company formed a strategic partnership with Adways, Japan's leading mobile marketing agency. These moves are part of Adjust's goal to unify advertisers' marketing efforts and build the best-in-class measurement and fraud prevention suite.

Contact info:

Joshua Grandy
PR & Communications Manager at Adjust
Email: pr@adjust.com
Phone: +1 484 683 5929