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Adjust Bolsters UK Team With the Appointments of Industry Veterans Andy Chandler and Isabel Ferreira

Andy Chandler will focus on further expanding Adjust's UK and Ireland market as the company doubles down on investment in the region

London / Berlin / San Francisco, October 30th, 2019 -- [Adjust](#), the industry leader in mobile measurement, fraud prevention and cybersecurity, today announced two new senior appointments to its UK team. Andy Chandler joins as General Manager, UK & Ireland, and Isabel Ferreira as Sales Director. They will be working out of Adjust's London office, building on the existing team's success.

As General Manager, Chandler will focus on scaling Adjust's operations and growing the team in the UK and Ireland. Chandler brings over 17 years' experience in the ad tech industry, having previously worked at Amazon, Microsoft and Telegraph Media Group. Most recently, he served as VP EMEA at the mobile advertising platform Tapjoy, where he led the development of its programmatic offering.

Ferreira will be responsible for expanding the company's client base in the region, strengthening its extensive roster of clients. Ferreira is a sales leader with nearly a decade's experience in app marketing in London, and a specialization in mobile growth. She joins Adjust from Appsumo, a unified analytics platform that provides user acquisition software to accelerate clients' growth. There, Ferreira was responsible for developing its footprint in EMEA - with current Appsumo clients including Freeletics, Runtastic, The Meet Group, Viber and Trainline. Prior to Appsumo, Ferreira worked at both MobFox and Supersonic.

Adjust currently works with over 28,000 apps, including leading British and global brands such as Monzo, Procter & Gamble, Manchester United, HelloFresh, Tencent Games, Pinterest, N26, Miniclip and Depop.

Commenting on their appointments, Christian Henschel, co-founder and CEO at Adjust, said: *"Since launching Adjust in the UK in 2013, we've gone from strength to strength - and we now work with some of the region's most exciting brands. Andy and Isabel's combined experience in tech, app marketing and SaaS are hugely complimentary, and will be invaluable as we expand on our next period of growth in the UK and Ireland."*

Chandler commented: *"Adjust has helped shape the industry as we know it, bringing topics including privacy and transparency front of mind for mobile marketers. The company has developed into one of the European tech scene's biggest success stories, and I'm looking forward to leading its growth across the UK and Ireland."*

The appointments follow a strong period of growth for Adjust, both in the UK and its global operations. Adjust acquired two companies - [Acquired.io](#) and [Unbotify](#) - at the beginning of the year, and in June,

secured one of Europe's largest [funding](#) rounds in 2019 to date, raising nearly \$230 million. Adjust now counts 400 employees across 15 locations worldwide.

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About Adjust

[Adjust](#) is the industry leader in mobile measurement, fraud prevention and cybersecurity. Born at the heart of the mobile economy and grown out of a passion for technology, the globally operating company now has 15 offices around the world.

By making marketing simpler, smarter and more secure, Adjust empowers data-driven brands to build the most successful apps in the world. Adjust is a marketing partner with all major platforms, and in total, more than 28,000 apps from global leading companies including NBC Universal, Procter & Gamble, Pinterest, Tencent Games, LINE Corporation, Rocket Internet and N26 have implemented Adjust's solutions.

Adjust recently acquired companies Acquired.io and Unbotify to further help clients protect their budget and improve performance. The company also secured one of 2019's largest funding rounds in Europe to date, raising nearly \$230 million.