

ShowHeroes Group Hires Richard Hughes as Agency Director for UK

ShowHeroes Group, Europe's leading independent provider of video solutions for digital publishers and advertisers, is continuing its growth in the UK market with the appointment of Richard Hughes as agency director. Richard previously worked at The Guardian for 7 years, most recently as agency group head, and his appointment brings a wealth of agency experience as well as great understanding of the publisher landscape.

Richard Hughes comments: "Video advertising is just beginning to show its massive potential: Technological developments around cookieless and contextual targeting, as well as new creative solutions, keep driving innovation, while CTV is marking a whole new chapter: TV budgets are starting to shift massively towards streaming- and on-demand content, in order to keep up with the changing behaviours of the audience, especially amongst younger people. Being part of the ShowHeroes Group as a rapidly growing, global challenger in the video space enables me to help shape the future of digital video: I look forward to approaching the agency landscape in the UK from a different angle and to nurture successful partnerships with my team, bringing our powerful solutions to the table."



“For ShowHeroes Group, the UK is a key market in Europe, and so I’m delighted to be able to add someone with Richard’s experience and knowledge as the first of many exciting new hires over the next couple of months. We are building the team quickly in line with our strong UK growth as we continue to expand our agency partnerships and help more clients deliver contextually relevant, highly effective video campaigns across the UK and Europe.” says Steven Filler, country manager UK. “Richard not only understands the needs of our agency clients but he has first hand experience working for a leading publisher and so is perfectly positioned to articulate the ShowHeroes opportunity”.

About ShowHeroes Group

ShowHeroes Group was founded in 2020 – as a result of the ongoing expansion and growth of its premium digital video brand ShowHeroes. It operates from 15 international locations: Berlin, Hamburg, Dusseldorf, Hildesheim, Riga, Moscow, St. Petersburg, Amsterdam, Vienna, Paris, London, Milan, Florence, Madrid and Tel Aviv. The team of 200 employees is led by the Founding Heroes Ilhan Zengin, Mario Tiedemann and Dennis Kirschner.

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