

ShowHeroes Group announces three senior appointments amid rapid global expansion

Berlin, 1 July 2022: [ShowHeroes Group](#), a global leader in digital video content, tech, and advertising solutions, has announced a series of key appointments as it continues to expand its pioneering business globally and across the EMEA region.

The company, which specializes in semantic technologies and developing original content for multi-screen video environments, has unveiled three new senior executive roles. **Bastian Döring** will take on the role of **Senior Vice President EMEA & Global Sales**, operating from the company's Germany headquarters. Previously Vice President Global Sales, Döring has coordinated global sales at ShowHeroes Group since its inception in 2016, and will now work alongside C-Suite leaders to fulfill ambitious development plans in Europe.

"It's a hugely exciting time of growth for ShowHeroes Group, both in our European heartland and globally," says Döring. "Over the past six years, I've had the pleasure of seeing our company bloom from startup stages to an industry-leading brand with world-class video products. In my new role, I'll be working alongside our European and global teams to refine our best-in-class inventory for a new age of dynamic, multiscreen video campaigns."

Döring will be joining a newly realigned team at ShowHeroes Group's German hub, including the appointment of his colleague **Kay Schneider** to **Senior Vice President Global Product & Business Development**. Previously in the role of Senior Vice President Supply, Schneider will further be directing the company's supply-side strategy, with a focus on global product management and development.

"ShowHeroes Group brings innovation and flair to the digital landscape, and that's what makes it so unique," says Schneider. "Our signature tech, along with our in-house studio capacity, means we have so much to offer in the booming video sector; I can't wait to continue showcasing our offering globally."

Rounding off the new management team this summer is **Marco Ruivenkamp**, who will take on the role of **Vice President Global Business Development** from July. Joining ShowHeroes

Group in the Netherlands, Ruivenkamp's previous role as Managing Director at smartclip – the LATAM division of which ShowHeroes Group recently acquired in a high-profile M&A deal – brings strategic direction to the company's international expansion.

Ruivenkamp will also focus on the roll-out of Viralize, ShowHeroes Group's self-service publisher tool, on an international scale. "Viralize is a powerhouse platform that is already largely established in our European markets, and I'm delighted to be able to showcase its abilities within a wider global market," says Ruivenkamp. "The acquisition of smartclip LATAM is another major asset for ShowHeroes Group in its ever-growing repertoire, securing its reputation as a leader in the field."

All three executives will work closely with Ilhan Zengin, CEO of ShowHeroes Group. "This trio of appointments marks the beginning of a new chapter for ShowHeroes Group, as we continue to grow our presence across lead markets in Europe and the Americas," Zengin says. "I am thrilled to have the support of Bastian Döring and Kay Schneider, two outstanding leaders, as we develop our demand and supply-side video solutions on a global scale. In a fast-moving creative and tech sphere, their experience is second-to-none."

"Marco Ruivenkamp is another great talent to have on-board at the helm of Viralize and other core products, making our management board stronger than ever for exciting times ahead," he adds.

About ShowHeroes Group

ShowHeroes Group is a global leader in digital video content, tech, and advertising solutions. The company was founded by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner in 2016 with headquarters in Berlin and employs more than 400 people worldwide in 28 strategic hubs throughout Europe, the Nordics, LATAM, and the US.

According to Deloitte, ShowHeroes Group is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021. More information on showheroes-group.com