

ShowHeroes Group Reorganizes in the LATAM Region, Appointing A New Leadership Team

London, 6 March 2023 – ShowHeroes Group, a global leader in digital video that offers content, tech, and advertising solutions, is continuing its global expansion and international growth with a restructuring of its LATAM operations.

Following the company's successful acquisition of smartclip LATAM in February 2022, a leading force in both the CTV and OTT Latin market, ShowHeroes Group is capitalizing on the region's potential by restructuring its LATAM team and announcing new executive positions.

ShowHeroes Group is transitioning from having a centralized team for the LATAM region to having separate teams for Spanish-speaking LATAM countries and Brazil. Leading the helm of the Brazilian market is Country Manager Lilian Prado and André Zimmermann, President ShowHeroes Brazil. Prado and Zimmermann will take over management of the Brazilian market from Ángel Pascual, who until this month, spearheaded the company's regional operations after the acquisition of smartclip LATAM. Raquel Baranda ascends as the newly appointed Regional Director Hispanic LATAM as of April.

"The Brazilian market has been a phenomenal source of growth for us since our acquisition of smartclip LATAM, and with our new restructuring, that growth will be supercharged," says Lilian Prado. "We're particularly focusing on the huge potential for CTV advertising in the country – the [number of subscription OTT video viewers](#) is set to rise from our current 72.6 million to 89.1 million by 2026."

"I'm delighted to be leading operations for the Spanish-speaking LATAM market," says Raquel Baranda. "We have enormous opportunities to continue our growth in one of the world's largest digital advertising markets. Following the promises set out in our Better Media pledge, we're making confident strides concerning our co-publisher responsibilities, as well as our sustainability goals with all of our partners. I'm very proud to be leading this talented team."

With the new organization, ShowHeroes Group will continue its Better Media pledge throughout the LATAM region, providing solutions to uphold its four main areas: sustainable advertising, reducing its carbon footprint, privacy-protecting advertising, and diversity, equity, and inclusion.

"In LATAM, as with our other markets, we're balancing profit with responsibility for people and the planet," says Ilhan Zengin, CEO of ShowHeroes Group. "Expanding and creating an inclusive leadership team, along with tracking and reducing our company's overall environmental impact, is essential to our future operations and the worldwide digital advertising

industry. I'm very pleased to have Raquel, Lilian and André in the lead for our newly structured LATAM teams. The market is in competent and responsible hands."

ABOUT SHOWHEROES GROUP

ShowHeroes is a global leader in digital video, offering content, tech, and advertising solutions. As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of over 6000 websites, promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' cookieless solutions, such as contextual and semantic targeting technology, paired with matched video content, drive value and relevance for both users and advertisers.

Founded in 2016 by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner with headquarters in Berlin, the company launched ShowHeroes Group in 2020.

Composed of its core brand ShowHeroes, production entity ShowHeroes Studios, performance marketing solutions provider Agon Digital, SaaS video solution Viralize, and The Digital Distillery, a networking event and content platform, the group employs more than 450 people worldwide with operations in 29 strategic hubs throughout Europe, LATAM, and the US.

Deloitte recognizes ShowHeroes Group as one of the 50 fastest-growing technology companies in Germany, winning the "Technology Fast 50" prize in 2021 and 2022.

More information on showheroes-group.com