

SHOWHEROES

ShowHeroes Strengthens its Strategy in Colombia and Ecuador with New Management Team

Continuing their restructuring in the LATAM region, ShowHeroes Group is strengthening its position in Colombia and Ecuador by appointing Javier Silva as the two countries' Country Manager and Juliana Echandia, formerly Sales Manager for ShowHeroes Peru, as Sales Director.

The new management team will establish its leadership in the Colombian and Ecuadorian markets by consolidating its relationships with advertisers and publishers and expanding its online video and ConnectedTV opportunities, using products such as ShowHeroes' powerful SemanticHero and NativeCTV, among others.

Javier Silva has more than 20 years of experience in commercial and management roles in media and ad tech, including positions as Managing Director at both Matterkind and Teads.

Juliana Echandia boasts more than nine years of sales and client-facing experience, including a Sales Manager role at ShowHeroes for the Peruvian market, in which she further established ShowHeroes' presence in the region.

"We are very pleased with the arrival of Javier and the promotion of Juliana," says Raquel Baranda, newly appointed Regional Director of Hispanic LATAM. "We're certain that they're the right people for strengthening and consolidating our leadership in Colombia, and we have full confidence in their capabilities and vision for our business".

In turn, Gabriela Prado, Director of the Andean Region assures that "For some time we have been in conversations with Javier to integrate him to our team, happily this agreement was reached at the best moment".

Finally, regarding his incorporation, Javier Silva comments "I am very happy to take on this new challenge. The Colombian market is increasingly demanding, educated, and sophisticated in its vision of digital advertising; the user demands new spaces to connect with brands outside the traditional and I feel that ShowHeroes' big bets in innovation, content, and multiscreen video go in that direction, which makes it a strategic ally for advertisers and publishers".

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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 6500 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 almost 500 people worldwide with operations in 35 strategic hubs throughout Europe, LATAM, the US, and Asia.

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 and 2022. For the Financial Times' "FT 1000" 2023, which ranks Europe's fastest-growing companies, ShowHeroes Group is in the top 60 companies overall, second in Germany for growth, and third in the Advertising & Marketing sector.

More information on showheroes-group.com