

SHOWHEROES

Juan Carlos Valdés joins ShowHeroes Group as Country Manager Mexico

Mexico City, May 18, 2023

ShowHeroes, a global leader in digital video, offering content, tech, and advertising solutions, has signed Juan Carlos Valdés to assume the position of Country Manager Mexico for ShowHeroes Group. The appointment is part of a new restructuring to strengthen its position in the LATAM region.

Valdes has more than 10 years of experience in the LATAM digital advertising landscape, leading teams in content development, sales, project management, media, and ad tech. He has held roles as Head of LATAM at Ex.CO, Regional Business Director at MGDI, and Country Manager Mexico, Colombia & Argentina at Taboola.

"We are thrilled to have Juan Carlos leading our team in Mexico," said Raquel Baranda, recently appointed as Regional Director of Hispanic Latam. "His extensive experience in the digital advertising market, coupled with his focus on growth and innovation, make him the ideal candidate to take the reins of our Mexico operation and continue the strong growth we have achieved in this key market for the region."

"I am delighted to take the lead in Mexico for ShowHeroes, a company at the forefront of innovative products for both advertisers and media monetization," said Juan Carlos Valdés. "Under the leadership of Raquel Baranda, the primary objective is to grow inventory and diversify sources of demand that will continually contribute to and challenge the development of new products and initiatives that we bring to market, thus contributing to the growth of an ever-evolving market."

ABOUT SHOWHEROES

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.

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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