

ShowHeroes Appoints Sarah Lewis as Global Vice President, CTV

CTV Innovation Leader to Spearhead Continued Global Growth

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ShowHeroes, a global leader in sustainable and innovative digital video and CTV solutions, proudly announces the promotion of **Sarah Lewis** to the position of **Global Vice President, CTV**, effective immediately.

In her expanded role, Lewis will continue leading the CTV Innovation Team while taking on additional responsibility for developing and scaling ShowHeroes' global CTV presence. Her promotion reflects ShowHeroes' strong commitment to Connected TV as one of the fastest-growing and most strategic areas of the digital advertising ecosystem. No changes to the existing team structure will accompany the role shift.

Since joining ShowHeroes, Sarah has been instrumental in shaping the company's premium CTV strategy, driving innovation in contextual and cookieless solutions, and strengthening partner relationships across international markets.

"CTV is not just the future — it's the now," said Sarah Lewis, Global VP CTV at ShowHeroes. "I'm thrilled to continue driving meaningful innovation in this space, working with our incredible teams and partners to deliver scalable, brand-safe, and audience-first video experiences around the world."

"Sarah has played a defining role in the success of our CTV business, and her leadership is key to our global ambitions," added Ilhan Zengin, CEO of ShowHeroes Group. "Her promotion is both a recognition of past achievements and a clear signal of where we're heading — toward a bold, global expansion of our CTV capabilities."

With this strategic appointment, ShowHeroes reinforces its position at the forefront of CTV innovation and its mission to empower advertisers with cutting-edge video solutions in every major market.

About ShowHeroes

ShowHeroes is a global leader in delivering sustainable and innovative digital video advertising and CTV solutions that create meaningful connections between brands and consumers, ensuring impactful media experiences.

As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of close to 2 bln unique users and almost 80 bln views per month (total/ across all channels), promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' video solutions 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, and The Digital Distillery, a networking event and content platform, the group employs 400 people worldwide with operations in 20 markets throughout Europe, LATAM, 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, 2022, and 2023. 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 and marketing sector.

More information on showheroes.com