



For Release

CRITEO APPOINTS KATHLEEN SCHNEIDER AS SVP, MARKETING AND COMMUNICATIONS

Seasoned Technology and Consumer Products Marketing Executive to Oversee Global Efforts

Paris — 17 September TK, 2013 — [Criteo \(www.criteo.com\)](http://www.criteo.com), a global leader in performance display advertising, announced today the appointment of **Kathleen Schneider** as Senior Vice President, Marketing and Communications. In this newly created role, she will be responsible for leading Criteo's brand strategy, press communications, and overall marketing strategy.

"Kathy is a proven leader and a strategic thinker who leverages the breadth and depth of her experience to drive measurable results," said **JB Rudelle**, CEO and co-founder of Criteo. "We look forward to working with her as we continue to grow our business."

Schneider brings more than 18 years of significant domestic and international experience in both B-to-B and B-to-C marketing across technology and consumer products and senior leadership for Fortune 100 companies to the position. She spent nearly 14 years at Dell with a solid track record of results. Prior to joining Criteo, Schneider was Executive Director for Global Channel Marketing and Programs at Dell based in London, leading a global team responsible for the development and execution of marketing programs to and through the company's more than 160,000 resellers, distributors, SI, and OEM partners worldwide. Schneider also has held brand manager positions at Kraft Foods Mexico, based in Mexico City. She holds a Master of Business Administration from the UCLA Anderson School of Management and a Bachelor of Arts degree in International Politics, Law and Economics from Georgetown University in Washington, DC.

"As Criteo continues to redefine display advertising, it's an exciting time to be joining the company," said Schneider. "Marketing leaders want a trusted partner who can provide measurable and optimal return for their ad spend. I am thrilled to be a part of the team of an industry leader in such a rapidly-evolving industry."

About Criteo

Criteo is a global leader in digital performance display advertising, working with over 4,000 ecommerce companies around the world. Criteo has over 700 employees in offices across the U.S., Europe and Asia serving more than 35 countries.

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