



## **Greg Archibald Joins Criteo as Executive Vice President, Americas to Lead Sales**

**NEW YORK – March 30, 2017** – Criteo S.A. (NASDAQ: CRTO), the performance marketing technology company, today announced that Greg Archibald has joined the company as Executive Vice President, Americas. The appointment of Archibald, who brings over 20 years of experience in omni-channel, digital and mobile platform development, will drive continued demand for Criteo’s portfolio of performance marketing offerings. In his new role, Archibald will oversee the Americas sales team responsible for all revenue operations inclusive of strategic planning, budgeting and national sales execution. He will report directly to Mollie Spilman, Criteo’s Chief Revenue Officer.

Archibald’s expertise in multi-product sales will be core to the Americas sales strategy, as Criteo continues to innovate and expand its core business with an expanded portfolio. Recent new product additions include Criteo Predictive Search and Criteo Sponsored Products. The company also recently expanded its cross-device capabilities via a large user graph to help eCommerce companies optimize the shopper journey and added new Kinetic Design creative capabilities to enhance its core performance marketing platform.

“The landscape of our industry is constantly evolving, and to ensure we remain the must-have engine powering our clients’ performance marketing needs, we’ve grown the product set aimed at helping them achieve their sales, profitability and ROI goals,” said Spilman. “Greg’s track record of success in identifying, implementing and expanding new revenue channels and relationships makes him the perfect choice to lead this critical region for Criteo.”

“Not only does Criteo have standout products, a smart culture and a proven track record of delivering results, but the company is currently leading a revolution in performance marketing,” said Archibald. “I look forward to helping our brands and retailers take advantage of the innovative solutions we are bringing to market that enable truly personalized shopping experiences.”

Archibald joins Criteo after four years serving as Chief Revenue Officer for NinthDecimal, where he was instrumental in transforming the Wi-Fi ad network into a true mobile location data player. Before joining NinthDecimal, Archibald held senior-level strategic revenue positions at Datalogix, Yahoo and Intuit. Prior to his career in business, he served for nine years as a pilot in the U.S. Navy. He also volunteers with the Navy SEAL Foundation, an organization that provides assistance to active duty personnel, their spouses and children, as well as to families who have lost a loved one in training or combat.

### **About Criteo**

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 14,000 advertisers worldwide and with direct relationships with thousands of publishers. For more information, please visit [www.criteo.com](http://www.criteo.com).

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