

[Jean-Christophe Conti](#), Chief Executive Officer

With over 25 years of industry experience, Jean-Christophe (JC) joined VIOOH when the business launched in 2018. As CEO he leads a team of digital out of home and ad tech experts in developing and managing VIOOH's platform, which connects buyers and sellers in a premium marketplace, making OOH easily accessible.

In his role, JC is also responsible for driving the business' continued growth, and as of April 2022, VIOOH trades programmatically in fifteen markets across Europe, the US and APAC regions, with more countries to follow including in the LATAM region. With JC at the helm, VIOOH is achieving its aim to be the world's leading platform in the fast-growing global programmatic OOH sector.

An industry thought leader, JC is pioneering the transformation of digital OOH, championing its role in enhancing omni-channel digital campaigns through the use of programmatic and open real-time bidding technology. In this context, and due to his past experience, JC is a firm believer in the importance of transparency, in both digital OOH and across the media supply chain more broadly, a value which is firmly embedded at VIOOH as a company value.

Prior to joining VIOOH, JC's wide-ranging and international experience included roles in various media and ad tech companies as well as telcos, managing large multi-market commercial and product teams. He held senior roles at Yahoo!, where he spent over 10 years, latterly as Vice President, Partnerships Group for the EMEA region. Following this, he was Vice President managing the Publishers Business Unit, EMEA at AppNexus. JC holds a Master's degree from the Ecole Supérieure de Commerce de Paris.

[Natalia Escribano](#), Chief Commercial Officer

Leading the Supply Partnerships team at VIOOH, Natalia is responsible for overall business growth, programmatic revenue and establishing new markets. Operating on a global scale, her remit includes business development and executing world-class client services, working with a host of partners including media owners, data providers and demand side platforms.

Natalia is responsible for developing a diverse programmatic marketplace, by growing strategic partnerships and partner business, via engagement models and international expansion. Hugely experienced in market-leading advertising technology, Natalia's insightful global knowledge helps companies to capitalise on adapting and integrating leading technologies.

A native of Argentina, Natalia's previous roles include Regional Head of Publisher Solutions Europe at Facebook, Senior Director of Publisher Sales EMEA at AppNexus and Strategic Accounts Director at Motorola. Natalia holds a MSE in Computer Science from John Hopkins University and is a management graduate of INSEAD.

[Gavin Wilson](#), Chief Revenue Officer

As CRO at VIOOH, Gavin works with DSP, brand and agency partners to drive the growth strategy of the company, focusing on wider adoption across the digital industry as VIOOH expands into new territories.

Gavin can be described as a programmatic expert, first moving into the sector in 2012, and has championed the technology ever since. Prior to joining VIOOH Gavin was CRO at German DSP Sociomantic Labs, where he was responsible for growing the business globally and working with each region to drive client value and interactions.

He went on to oversee its integration into dunnhumby, for whom he went on to work as Managing Director, Media, managing a large revenue and people portfolio for both digital and non-digital products, including the running of a full media department across multiple media channels using Tesco's first-party data and dunnhumby Science.

[Jon Block](#), Chief Product Officer

As VIOOH's Chief Product Officer, Jon is responsible for setting the global product vision and driving forward the product development and implementation of VIOOH's industry-leading automated trading and programmatic technology platform. As part of VIOOH's executive team, Jon plays a key role in VIOOH's mission to digitise and transform the Out of Home (OOH) media technology landscape.

Having broken free from his background in coding and technology, Jon Block is now making a career out of being an "acceptable face of geek" in the world of advertising technology. Jon started his media career as an engineer at ITV, the UK's largest commercial broadcaster. With his degree in Natural Sciences from Cambridge University and the Royal Television Society's Young Technologist of the Year Award, Jon was destined for a career in some back room, hidden away from the public. However, he seized the chance to change this when he created and then led ITV's multi-platform commercial innovation programme.

In 2015 he moved into the world of ad tech where he led the product and platform vision for Videology and then Amobee in the EMEA region, helping to support broadcasters and advertisers to ensure that the right adverts reached the right people at the right time. After ITV's partnership with Amobee to create ITV's new programmatic platform, Planet V, Jon moved to Captify where he led the global product team helping define the future of independent search intelligence.

[Simon Edwards](#), Chief Technology Officer

A leader in the world of technology, Simon brings to VIOOH his experience from senior roles including AOL and Captify. Covering everything technical at VIOOH from Software Engineering to Support to Internal IT, Simon's team is the one stop shop for all things Technology at VIOOH!

Simon has a wealth of experience from the ISP and Online publishing world, before making the move into AdTech at AOL where he led the international targeting teams, alongside the international engineering team for Huffington Post and Tech Crunch.

[Helen Miall](#), Chief Marketing Officer

As CMO at VIOOH, Helen is responsible for global marketing strategy, thought leadership and supporting the expansion and adoption of programmatic DOOH worldwide. She is

committed to helping the OOH industry transition to programmatic trading and maximise the opportunities to align with the wider digital media landscape.

She has also held senior marketing roles at O2, Turn, and Microsoft Advertising and was previously Global Head of Marketing at Parkopedia.

Whilst at adtech company Turn, Helen set up and ran marketing across the EMEA region, helping grow programmatic display from “new kid on the block” status to the established and dominant method of trading digital inventory across Europe. Helen spent the first nine years of her career in various client-side marketing roles at United Airlines and Air France.

[Peter Vick](#), Chief Financial Officer

As CFO at VIOOH, Peter is responsible for the planning, implementation, managing and running of all the finance activities of the company, including business planning, budgeting, forecasting and negotiations. He works closely with JC and the VIOOH Board to achieve VIOOH's strategic and financial goals.

A Chartered Accountant, Peter has held senior finance positions in a number of industry sectors including OOH. The knowledge and experience that he has gained from these positions has helped VIOOH grow from a fledgling company in 2018 to its current position as one of the world's leading platforms in the fast-growing global programmatic OOH sector.