

Matthias Stadelmeyer appointed CEO for Tradedoubler

The Board of Tradedoubler has appointed Matthias Stadelmeyer as President and CEO. Matthias Stadelmeyer has been acting CEO since April 22, 2014.

- “It is a pleasure for me and the rest of the Board to announce that Matthias Stadelmeyer will take on the position as CEO permanently. He has performed impressively during the period as acting CEO. With his strong track record and industry experience, Matthias is the ideal person to take Tradedoubler to a leading position in Performance Marketing”, says Peter Larsson, Chairman of the Board of Tradedoubler.
- “I have been at Tradedoubler for more than seven years and being appointed as CEO of the company makes me very proud. I am excited about this challenge and, together with my colleagues, I will take the company to a new level” says Matthias Stadelmeyer, CEO of Tradedoubler.

Matthias Stadelmeyer joined Tradedoubler in 2007 and has held several leading positions within the company such as Sales Director and Head of Technology in Germany, Regional Director for Market Unit DACH and Vice President Sales. Matthias started his career as Teamleader for Online Marketing at CANCOM IT Systeme AG, Munich.

For further information please contact:

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About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and remains the most successful pan-European performance marketing company, combining strategic international insight with detailed in-country expertise. Tradedoubler helps 2,000 advertisers achieve their business goals through its high quality network of 130,000 publishers and was the first to offer an integrated e- and m-commerce offering to help advertisers extend their online programmes to users on mobile devices.

Tradedoubler is committed to close collaboration with each customer, helping them to generate revenue and succeed on a national and international scale. Among Tradedoubler’s advertisers are American Express, ClubMed, Disney, Expedia and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com

