



wywy Names Alan Ives Vice President Sales And Business Development, North America

Media Industry Veteran to Lead Company's New NYC Office

New York – wywy (www.wywy.com), a Germany-based cross-screen advertising and real time TV-ad tracking company, has announced the appointment of Alan Ives as its vice president sales and business development, North America. Ives will be based out of wywy's newly opened New York office and will lead the company's expansion to the U.S. market.

Ives will be responsible for leading wywy's sales and business development efforts in the U.S. and building a team devoted to developing and implementing sales strategies, building key customer relationships and creating custom marketing solutions for advertisers and media buying companies interested in maximizing cross screen advertising investments.

Before joining wywy, Ives held digital sales and marketing leadership positions with responsibility for revenue, pricing, yield management, ad product development and building sales organizations in the U.S. Ives has extensive experience in selling both online and offline video while leading sales teams at ABC, Time, Inc., CBS and MSNBC Interactive.

“After our recent acquisition of Second Screen Networks and as wywy continues to ramp up its presence in the U.S., it is important to have someone who has the experience in building a notable sales and new business team stateside,” said Dr. Andreas Schroeter, COO and co-founder of wywy. “With nearly two decades of highly relevant sales leadership experience in both digital and TV, Alan is the perfect addition to our team and is well-suited to lead our New York office, as we continue to grow and work with more advertisers in the cross-screen space.”

About wywy:

wywy (www.wywy.com) helps advertisers extend their TV advertising campaigns across screens and analyze the online impact of their TV buy. The company offers synchronization of TV and online advertising to reach viewers on their second screen devices and increase ad awareness. With wywy's real-time ad tracking tools, advertisers can compare what TV creative execution, network and daypart work best to optimize their media plan accordingly.

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