

Aedgency appoints José Ángel Gallego as Sales Manager for Spain

17th March 2010 – Performance-based marketing specialist Aedgency has appointed José Ángel Gallego as Sales Manager for Spain to oversee sales strategy across the country.

In his new position Gallego assumes responsibility for identifying new business opportunities with direct advertisers and media agencies and for managing the integration of marketing strategies for new and existing clients. His other key task is to promote the company's new consumer-centric business model to the Spanish market.

Before moving to Aedgency José Ángel Gallego was MD, Performance Marketing at T20 Media results and prior to that Product Manager for TradeDoubler in Spain. In total Gallego has more than eight years experience in the marketing, sales and consultancy in the online sector.

Commenting on his appointment, Gallego said: "I'm very pleased to be part of Aedgency's expansion in Spain, where our forward-looking clients already recognise that digital marketing is the best way to effectively connect brands to consumers."

Vincent Labey, Aedgency founder, adds: "José Ángel will be one of the most important pillars for our business consolidation in Spain. We are confident that he will prove decisive in bringing our innovative commercial strategy to our customers; this is based on putting targeted web services, coupons and product offers in front of consumers at just the right time in the purchasing cycle to maximise our client's conversion rates."

About Aedgency

Aedgency, headquartered in Barcelona, is a pan-European performance-based marketing specialist which offers a gateway to privileged communication channels between brands and e-buyers.

Founded in 2004 Aedgency has been growing rapidly ever since and now operates across five European markets. Aedgency focuses on increasing advertisers' conversion rates and monetises its publishing networks and independent publishers' websites.

Aedgency offers brands access to millions of online consumers across Europe. Its bespoke analytics engine uses deep contextual and behavioural segmentation to closely target users through the communication channel that is most likely to get a result.

For full details of Aedgency's integrated product suite please visit www.aedgency.com

For further press information, please contact:

Andy Riley
AxiCom
T: +44 (0) 208 392 4073
C: +44 (0) 7809 495 760
E: andy.riley@axicom.com