



## About Millennial Media:

Millennial Media is the leading independent mobile marketplace, supporting the world's top brands and mobile content providers. The company's unique data and technology assets enable its clients to connect with their target audiences as they move across screens, media, and moments. Millennial Media drives meaningful results at scale through a diverse suite of products fueled by innovation and the industry's smartest minds. For more information, visit [www.millennialmedia.com](http://www.millennialmedia.com).

## Acquisitions:

- **Nexage** - Sep 23, 2014 -\$107.5M in Cash
- **Jumptap** - Aug 13, 2013 -Cash & Stock
- **Metaresolver** - Aug 13, 2013 -Cash & Stock
- **Condaptive** - May, 2011 -\$26.3M in Cash & Stock
- **TapMetrics** - Feb 23, 2010 -price and terms unknown

## Investors:



COLUMBIA CAPITAL



NEA

## Offices:

Baltimore (HQ), Washington, D.C. San Francisco, New York, Boston, Chicago, Dallas, Detroit, Los Angeles, Phoenix, Seattle, London, Hamburg, Paris, Singapore, Atlanta, Tokyo.

## Key Facts:

- Founded - May 1, 2006
- Head Quartered in Baltimore
- Over 500 employees worldwide
- Recent Funding, \$175.4M / Series E - Nov 21, 2013 (Total: \$240.2M)
- IPO / Stock - Went Public on Mar 29, 2012
- Tags (App Marketing, Mobile Advertising, Mobile, Advertising).

## Recent Press Articles:

1. *Millennial Media Completes Acquisition of Nexage to Create the Leading Independent Mobile Marketplace* – **DEC 4, 2014.**

<http://www.millennialmedia.com/pressroom/press-releases/millennial-media-completes-acquisition-of-nexage-to-create-the-leading-independent-mobile-marketplace/>

2. *Interpublic and Millennial Media Partnering Globally to Deliver Data-Driven Mobile Solutions* - **NOV 13, 2014**

<http://www.millennialmedia.com/pressroom/press-releases/interpublic-and-millennial-media-partnering-globally-to-deliver-data-driven-mobile-solutions/>

3. *Millennial Media Prices Initial Public Offering* - **MAR 28, 2012**

<http://www.millennialmedia.com/pressroom/press-releases/millennial-media-prices-initial-public-offering/>

CAMERON  
MCINNES





***“Millennial Media is the preferred mobile partner for the world’s top advertisers”***

As part of a campaign for its tele.ring operator brand promoting new mobile phone tariffs, **T-Mobile Austria** turned to **Millennial Media** to help target mobile consumers. One of Austria’s largest mobile operators, it was vital that mobile was integrated with the rest of the **MediaCom** created campaign across TV, online and print, delivering a seamless experience and improving brand awareness.

**Millennial Media** partnered with **NTUC FairPrice Xtra** and its media agency, **Havas Media**, to develop eye-catching banners with new messaging for each week of the campaign flight, ensuring relevance to each market. Notable peaks in performance occurred around these creative updates.

By leveraging location and demographic profiles, **Millennial Media** was able to help **McDonald’s** use mobile data to inform and deliver meaningful messages that resonated with our customers. As a result we saw some satisfying returns on a campaign that showed why mobile is flourishing as the ultimate consumer engagement channel.

**Universal Pictures** collaborated with Aviary, a leading photo-editing app, and **Millennial Media** to recreate the film’s fight-for-love message into an immersive and engaging in-app consumer experience. The "Photo Valentine" campaign promoted a collection of branded photo-editing tools used to create Endless Love valentines from photos taken on a smartphone.



**Key People:****Michael Barrett – CEO**

Michael Barrett is the CEO of Millennial Media, and brings over 20 years of experience in e-commerce, advertising, publishing, and sales. Previously, Michael was President and Founder of Ichabod Farm Ventures LLC. He also served as Chief Revenue Officer of Yahoo! Inc., and was responsible for global advertising revenue and operations. Prior to Yahoo!, Michael served as CEO of AdMeld, which was acquired by Google in 2011.

**Zac Pinkham - MANAGING DIRECTOR, EMEA**

Zac Pinkham is the Managing Director for EMEA and joins the Executive team with over 12 years of advertising experience, seven of which has been spent within mobile advertising. Since 2010, he has been instrumental in driving the growth of Millennial Media across EMEA with key media agencies and brands.

**Board of Directors**

- Patrick Kerins - CHAIRMAN OF THE BOARD, GENERAL PARTNER, NEA
- Michael Barrett - CEO, MILLENNIAL MEDIA
- Thomas Evans - FORMER PRESIDENT AND CEO, BANKRATE, INC.
- Bob Goodman - PARTNER, BESSEMER VENTURE PARTNERS
- Wenda Harris Millard - PRESIDENT, MEDIALINK, LLC
- Ross Levinsohn - FORMER INTERIM CEO AND HEAD OF GLOBAL MEDIA, YAHOO
- Jim Tholen - CHIEF FINANCIAL OFFICER, BROADSOFT



## The position:

Country Manager France – Millennial Media.

Since its April 2010 International launch in the Europe, Millennial Media has made significant traction in the mobile advertising space and due to this they are looking to expand further and set up office in France. They are looking to hire an Entrepreneurial Country Manager with the capacity to develop the business from where they are now on an upwards trajectory. You will be responsible for continuing the success of the French market and working on an overall sales strategy to increase market share. This role will report into Zac Pinkham as he is responsible for the growth of the business in Europe.

They are looking for an ambitious, well networked individual who can work in a fast paced environment to match the innovation of Millennial Media's technology team. In this capacity you will provide leadership in all facets of the business; you will be recruiting, managing, motivating and developing a high quality team for the French operation and will have the responsibility for the development of the sales process and culture, driving the sales strategy to execute on the business plan, as well as identify any new business opportunities. They require a brand advocate who is a hand's on sales- leader, someone who enjoys working closely with clients and is excited about bringing advanced technology to the French market.

The priority will be to focus on sales and driving the revenue in line with the objectives. They are looking to hire a strong leader with a proven track record in sales and management coupled with excellent relationships in the market, especially with the agencies and have an excellent grasp of the latest technological advances within digital. You must be a passionate industry veteran with proven business acumen, strategic thinking and integrity to take Millennial Media from a start up to a hugely successful company in France.

## About Cameron McInnes:

Cameron McInnes is a specialist International digital executive search consultancy that works on a pan- European basis. We work with a range of clients from VC backed start ups to large global brands, partnering with the senior executives on a variety of projects. Cameron McInnes offers an in-depth, highly-personalised service that ensures you find exactly the right position, at a business which lives up to your skills, values and ambition. We understand exactly how important discretion and confidentiality is when looking for a high-level appointment; therefore we will ensure that your profile and professional reputation is protected.

