

MINT, the company that revolutionizes the digital advertising market, sustains its strong growth with key hirings

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MINT, one of the leading companies in the MADTech field with dynamic, innovative and sustainable offers of advertising automation, sustains its strong growth with the addition of strategic, key hirings. MINT has recently inaugurated its new offices in Paris and the worldwide team expands with successful managers and key members.

Sylvain Brosset assumes the role of Chief Product & Technology Officer at MINT. Brosset combines a successful 20-year career in the Tech sector always with particular focus on product and customer experience. Prior to joining MINT, he was the R&D Director of Dailymotion, one of the largest video sharing websites globally, and CPO/SVP Product & Engineering at Docomo Digital, a fintech company of the NTT DOCOMO group. Brosset joins MINT to bring his experience of scaling teams and organizations for both Product & Technology departments. MINT continues to develop its Enterprise solution and is looking to go for Small & Medium Business too to give a suitable product experience whatever size of companies.

Aurélien Blaha is the new Global Marketing Director at MINT. Blaha comes with more than 15 years of experience in the SaaS industry, from large vendors to VC-backed scale-ups. Prior to joining MINT, he was the Chief Marketing Officer at Digimind, a global leader in the MarTech space providing social media listening and competitive intelligence solutions. Previously, he was the Global Marketing Director with Finalcad, a FrenchTech Next40 startup, and held various marketing and customer success positions at Dassault Systemes, the second largest software vendor in Europe. His mission at MINT is to create and develop the new marketing organization supporting the brand awareness and global demand generation for MINT.

Tristan Ougier joins MINT as the new Sales Account Executive for France. After an experience in organizing events and meetings on topics such as digital transformation, technologies and SaaS with the media brands BFM Business and 01 Informatique, he landed in the AdTech world and became the Sales Director of Social Moov, one of the most recognized Facebook marketing platforms in the world. He joins MINT to contribute to its growth on the French market.

Thibault Raust holds the position of Business Development Representative for France. With sales experience of innovative Mainframe modernizations and Application Lifecycle Management products for the French market, Raust had the opportunity to work for various software suppliers: Zscaler, Anaplan, Dynatrace, Carbon Black, and Micro Focus. He previously worked for Dekuple B2B, one of the most recognized B2B digital marketing agencies in France: where he dealt with SEO / SEA, digital campaign management, CRO optimization, content production, and marketing automation. His new challenge at MINT will be to raise awareness of the company's products in France.

Maria Chiara Di Dedda is the new Senior Account Executive for Italy. After her experience in Corporate and Consumer Communication, she landed in Sales, developing a considerable experience with global SaaS vendors, including former Silicon Valley unicorn Samsara, a company that is today publicly traded. Her new challenge at MINT will be to contribute to the growth of the Italian market for Enterprise customers.

"I am pleased and proud to welcome Sylvain, Aurélien, Tristan, Thibault, and Maria Chiara in MINT. MINT continues to grow in a significant way in terms of resources too. I am pleased that the new managers in the company will allow us to grow and improve day by day.", has declared **Andrea Pezzi**, Chief Executive Officer of MINT.

MINT

MINT, founded in 2014 and based in Milan, is today one of the main global players in the MADTech field and one of the more dynamic and innovative operators in the global landscape of advertising automation platforms offered through a SaaS model. The company offers to the advertiser a tool to manage all the media investments in the various AdTech and Media platforms with a single interface and in multichannel optics: indeed, the platform allows the advertisers to orchestrate all the display campaigns, social, video, mobile, radio, CTV and OOH. Thanks to the artificial intelligence and to the process automation, the companies can not only significantly accelerate the entire process of campaigns' organization, from the brief to the reporting, passing through the planning, the activation and the trafficking, but they can also analyze the huge amount of data produced from the intern multichannel ecosystem, the "Big Data" of the advertising world, while succeeding in optimizing in real time and definitely improving the efficiency results of media investments.

<https://mint.ai/>

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