

Adtech Leadership: Our Transatlantic Practice

Accelerating growth, transformation and value creation with exceptional leaders

Renovata’s AdTech practice brings together a team of experienced executive search professionals with 150+ years of combined experience and a track record of over 200 board, C-suite, and senior leadership searches across Europe and North America.

We partner with private equity and venture-backed portfolio companies, as well as public AdTech businesses, to build leadership teams that deliver growth, transformation, and long-term enterprise value.

Our experience spans the full AdTech value chain — including Demand- and Supply-Side Platforms, Performance Marketing, Data, Measurement, and Programmatic, delivering leadership across Revenue, Product, Technology, Operations, Finance, and People functions.

We understand the challenges facing modern AdTech businesses - from evolving data privacy frameworks and the rise of CTV to the integration of AI and shifts in media spend - and focus on identifying leaders who drive scalability, diversification, and commercial impact.



Meet your Partners

Renovata



Mannie Gill
Partner, Co-founder
Adtech Practice - US

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Mannie is a partner and co-founder of Renovata. His practice is focused on conducting board and C-level searches for private equity portfolio companies across internet, eCommerce, SaaS and ad/mar-tech. In addition, he works with public companies on their digital transformation projects.

Renovata



Tom Dunn
Principal
Adtech Practice - US

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Tom is Principal at Renovata, partnering with growth and private equity-backed businesses to appoint transformational C-suite and Board leaders. He has a proven track record in executive search across privately held and publicly traded companies, spanning multiple industries, functions, and international markets.

cribb.
Part of Renovata



Carlos Fernandes
Partner
Adtech Practice - DACH

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Carlos is leading the AdTech Practice at Cribb and has been supporting companies across the DACH region in navigating technological change and driving strategic growth. His focus lies on digital market leaders and leading companies in the fields of e-commerce, digital marketing, online advertising, and technology.

ZEREN
Part of Renovata



Harry Lewis
Managing Director
Adtech Practice - UK

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Harry is Managing Director at Zeren, leading AdTech Practice for the UK. He partners with venture capital, growth, and private equity-backed businesses to build high-impact leadership teams across commercial and go-to-market functions.

C-suite Depth

Placed C-suite executives across global Adtech businesses including CEOs, CFOs, CROs, COOs, CMOs, CHROs, and CTOs covering leadership transitions, scaling mandates, and post-acquisition phases.

Board Governance

Delivered a full board build-out for Criteo, placing the Chairman and multiple NEDs across its pre- and post-IPO journey, supporting long-term strategic governance and continuity.

Scaling Partners

Delivered nine company build-outs for high-growth Adtech businesses spanning commercial, product, and technology leadership across multiple international markets.

Product & Technology Leadership

Appointed senior product and engineering leaders including CTOs, Heads of Product, and Data specialists across contextual, programmatic, and in-game advertising platforms, reinforcing depth across Adtech innovation and infrastructure.

Commercial Leadership

Supported global revenue growth for leading SSP, DSP, and verification platforms through the appointment of senior GTM leaders including EVP, VP, and Director-level hires across Sales, Publisher, and Agency Development functions.

A Trusted Partner to the Adtech Industry

Adtech Track Record

We are a group of transatlantic executive search firms with a proven track record of building leadership teams that shape the global AdTech ecosystem. We combine local expertise with international reach to serve the world's most influential AdTech platforms, media innovators, and data-driven growth companies.

With unmatched sector expertise, our AdTech practice brings together seasoned executives with more than 150 years of combined experience in executive search.

We conduct executive searches for private equity portfolio companies and publicly listed businesses undergoing transformation. Across Europe and the U.S., we've successfully delivered 200+ Board, C-suite, and senior leadership appointments for AdTech innovators.

This track record reflects the leaders we've placed driving performance, innovation, and growth across AdTech.

CEO & Board

- **CEO**, Mobile Retargeting / App Engagement / Performance
- **CEO**, Analytics / Customer Insights / Marketing Automation
- **CEO**, Performance Marketing / Retail Media / Commerce
- **CEO**, Audience Targeting / Data Science / Predictive Modelling
- **Managing Partner**, Audience Insights / Social Graph / Predictive Targeting
- **Chairman**, Performance Marketing / Retail Media / Commerce
- **NXD**, Performance Marketing / Retail Media / Commerce
- **NXD**, Performance Marketing / Retail Media / Commerce
- **NXD**, Performance Marketing / Retail Media / Commerce
- **NXD**, Performance Marketing / Retail Media / Commerce

Executive Leadership (Non-Board)

- **President**, Audience Targeting / Data Science / Predictive Modelling
- **Chief Supply Officer**, Personified Ads / Mobile / Privacy-First
- **Chief Strategy Officer**, Performance Marketing / Retail Media / Commerce
- **SVP Senior Products**, Video Advertising / Outstream / Global SSP
- **Managing Director**, DACH, Performance Marketing / Affiliate / Lead Generation
- **Managing Director, US**, Display Advertising / Data-Driven / Audience Targeting
- **General Manager, US**, Personified Ads / Mobile / Privacy-First
- **General Manager US**, Video Advertising / Outstream / Global SSP
- **General Manager**, Americas, Media / Advertising / Marketing
- **SVP, Mid West**, Video Advertising / Outstream / Global SSP
- **Country Manager**, Programmatic DSP / Privacy-First / Brand Campaigns

Tech & Product

- **CTO**, Video Advertising / Outstream / Global SSP
- **CTO**, Mobile Retargeting / App Engagement / Performance
- **CTO**, Mobile Retargeting / App Engagement / Performance
- **CTO**, Personalisation / Conversion Optimisation / E-commerce Martech
- **CTO**, STRUQ
- **CTO**, Video Advertising / Outstream / Global SSP
- **Chief Product Officer**, Personified Ads / Mobile / Privacy-First

Finance & Strategy

- **CFO**, Performance Marketing / Retail Media / Commerce
- **CFO**, Mobile Monetisation / Mediation / Programmatic
- **CFO**, Mobile Retargeting / App Engagement / Performance
- **CFO**, Personalisation / Retargeting / E-commerce AdTech
- **CFO**, Mobile Programmatic / User Acquisition / App Retargeting AdTech
- **CFO**, Performance Marketing / Retail Media / Commerce

People & Operations

- **CHRO**, Personified Ads / Mobile / Privacy-First
- **CHRO**, Performance Marketing / Retail Media / Commerce
- **COO**, Retargeting / Display / Dynamic Ads
- **COO**, Affiliate Ads / Commerce Content / Monetisation
- **COO**, Mobile Advertising / Programmatic / App / Branding AdTech
- **COO**, Personified Ads / Mobile / Privacy-First

GTM & Marketing

- **CRO**, Ad Serving / Dynamic Creative / Cross-Channel AdTech
- **CRO**, Performance Marketing / Retail Media / Commerce
- **CRO**, Personalisation / Retargeting / E-commerce AdTech
- **CRO**, Mobile Advertising / Programmatic / App / Branding AdTech
- **CRO**, Mobile Retargeting / App Engagement / Performance
- **CCO**, Video Advertising / Outstream / Global SSP
- **EVP of Sales, US**, Video Advertising / Outstream / Global SSP
- **SVP of Business Development**, TMT / Mobile Monetisation / Mediation / Programmatic
- **SVP of Global Advertiser Sales**, Mobile Monetisation / Mediation / Programmatic
- **SVP of Developer Relations**, Mobile Monetisation / Mediation / Programmatic
- **SVP of Global Advertiser Sales**, Mobile Monetisation / Mediation / Programmatic
- **RVP UK & Nordics**, Sales Enablement / Content Management / Analytics
- **VP of Marketing**, B2B Media and Information Services / Mobile
- **VP of Marketing**, Mobile Monetisation / Mediation / Programmatic
- **VP of Demand**, Mobile Monetisation / Mediation / Programmatic
- **VP of Publisher, US**, Video Advertising / Outstream / Global SSP
- **VP of Agency Development**, Video Advertising / Outstream / Global SSP
- **VP of Telecoms**, Mobility Data / Analytics / Insights
- **VP of International**, Mobile Retargeting / App Engagement / Performance
- **VP of Sales**, SSP / Programmatic Infrastructure / Publisher Yield
- **VP of Sales**, Performance Marketing / Affiliate / Lead Generation
- **VP of Publisher Sales**, Performance Marketing / Affiliate / Lead Generation
- **VP of Sales**, TV Ads / Video / Sales JV
- **VP of Marketing**, Mobile Monetisation / Mediation / Programmatic

- **VP of Demand**, Mobile Monetisation / Mediation / Programmatic
- **VP of Sales**, Central Europe, Retargeting / Display / Dynamic Ads
- **VP of Publisher**, US, Video Advertising / Outstream / Global SSP
- **VP of Agency Development**, Video Advertising / Outstream / Global SSP
- **VP of Telecoms**, Mobility Data / Analytics / Insights
- **VP of International**, Mobile Retargeting / App Engagement / Performance
- **VP of Sales**, SSP / Programmatic Infrastructure / Publisher Yield
- **VP of Sales**, Performance Marketing / Affiliate / Lead Generation
- **VP of Publisher Sales**, Performance Marketing / Affiliate / Lead Generation
- **VP of Sales**, TV Ads / Video / Sales JV
- **VP of Sales, Central US**, E-Commerce Ads / Search & Social / Marketing Intelligence
- **VP of Sales & Client Development**, Semantic Targeting / Audience Insights / Contextual
- **VP of Sales & Client Development**, Semantic Targeting / Audience Insights / Contextual
- **Director**, Sales Strategy & GTM, Creative Management / Dynamic Ads / Cross-Channel
- **Director of Sales**, East Coast, E-Commerce Ads / Search & Social / Marketing Intelligence
- **Director of Sales**, Video Advertising / Outstream / Global SSP
- **Director, Brand Solutions**, Video Ad Serving / CTV / Measurement
- **Industry Director**, CPG, Video Advertising / Outstream / Global SSP





Our transatlantic collaboration ensures access to world-class talent pools, consistent quality across regions, and the capability to navigate cultural and market-specific nuances with confidence.

How we add value

- Expertise in PE & Transforming businesses
- Building High-Impact Leadership Teams
- Anchored in Tech & Digital



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