

engage:BDR Ltd

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engage:BDR establishes Advisory Council to enhance tactical execution

engage:BDR Ltd (ASX:EN1) has formed an Advisory Council to enable access to key incremental clients, publishers, strategic partners and technologies through the influence of respected AdTech industry leaders.

Founding members include Warren Zenna, Sean Clayton, James Hritz and Jonathan Slavin.

EN1's executive team works closely with the Advisory Council daily regarding tactical execution.

The Advisory Council is currently focused on opportunities with immediate revenue impact which have already resulted in recent client on-boarding and revenue contribution.

Management expects acceleration in client and publisher wins as a direct result of the Advisory Council's involvement for the foreseeable future.

Market positioning, strategic alliances and tech

Warren Zenna embarked on his career in digital marketing in 1995 and since that time has had the opportunity to span the entire marketing services industry from start-ups to large corporations and small boutique firms such as Zeta Global, iCrossing and Havas Media.

Zenna is a frequent industry speaker and contributor to marketing and technology publications such as Forbes, Media Post, Digiday, Adweek and AdExchanger.

Among past roles, in 2009-2012 Zenna was the Head of Strategy at Publicis Groupe's Mobile Marketing unit where he led all sales and strategy and developed Publicis' North American mobile consulting practice.

With his leadership, the unit grew exponentially with staff in NY, Chicago and San Francisco.

Zenna oversaw a team of 20 key clients including Bank of America, Citi, AstraZeneca, Novartis, L'Oréal, Microsoft, Pantone, ExxonMobil and Amex.

Brand, agency and programmatic demand

Sean Clayton has an extensive background in developing comprehensive digital marketing solutions and uses data and human psychology to power holistic and hyper-targeted omnichannel client solutions.

Fusing critical insights with market intelligence, his solutions are known for driving user acquisition, multiplying conversions and strengthening brand-focused outcomes.

Price: 0.006

Market Cap: \$10.34 m

1 Year Share Price Graph



October 2019 April 2020 October 2020

Share Information

Code: EN1

Listing: ASX

52 week High Low
0.032 0.005

Sector: Tech

Website: engagebdr.com

Company Synopsis:

engage:BDR Ltd (ASX:EN1) is a technology company operating in the United States, Ukraine and Australia. Founded by executives from pioneering internet companies myspace and LowerMyBills, the company has made a name for itself by developing innovative solutions for advertisers (brands and agencies) as well as content owners.

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Clayton leads initiatives for Fortune 500 brands as well as major distributors in the entertainment industry.

In his current role as chief strategy officer and president of the Entertainment Division at SITO Mobile, Clayton leads the strategic advisory group, where he focuses on enhancing SITO's product development offerings with a data-first, consultancy approach to evolving client needs.

Publisher development, mobile and CTV apps

For the past three years, James Hirtz has been the head of advertising for Grindr where he architected and executed a 400% ad revenue increase.

His leadership drove revenue through initiatives innovating on ad product, launching Grindr's self-serve advertising marketplace and implementing the Grindr Exchange - a publisher owned exchange where Grindr managed over 20 direct buying relationships with leading DSPs.

Hirtz attended the University of Pittsburgh where he majored in math and economics and the George Washington University where he received a master's in economics.

CTV and programmatic demand

Jonathan Slavin brings two decades of experience in sales, strategy and business development leadership across the digital media space.

With a true understanding of what it takes to navigate the converging world of media and technology, his track record of success includes developing, establishing, and improving business performance for both demand and supply-side players, as well as for advertising technology providers.

His early career included revenue-responsible roles at high profile companies including Lycos, FastClick, The Washington Post and Fox Interactive.

Later, Slavin held a corporate leadership role as managing director and president of semantic targeting company Ad Pepper Media - an early leader in contextualised targeting and protecting advertisers from fraud and negative adjacently.

Within his first year, he successfully grew revenue to over \$40 million, building significant global partnerships with OMG, Havas, and IPG.

Today, Slavin runs JTG Ventures - a consultancy delivering white-glove revenue and business development solutions for growth-focused clients across multiple spectrums of the digital media landscape.

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