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INTERNET

GoViral appoints first UK MD

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Viral and branded content agency GoViral has appointed Luke Aviet as its first UK MD.

Aviet co-founded online start-up Merging Media, he also moved through various roles at TradeDoubler working up to international sales director.

He will report directly into GoViral global MD Rene Rechtman, who also joined from TradeDoubler earlier in the year.

Aviet will take responsibility for driving UK growth of the company, which spans 27 countries, and the local client

... list that includes Mini, MTV and Snickers.

GoViral CEO Jimmy Maymann said, "Luke has immense experience in the online media and technology sectors and is exactly the type of person we need. I'm sure he'll be a great asset for GoViral."