

GoViral appoints Rene Rechtman as group MD

by Darren Davidson Brand Republic 12-Jun-08, 12:15

LONDON – GoViral, the viral marketing agency, has appointed Rene Rechtman previously vice-president advertiser and publisher sales at TradeDoubler, as group managing director.

Rechtman, who takes up his new post on July 14, has been given responsibility for growing the size of the GoViral's business.

In the newly created role, Rechtman will also expand GoViral's network of advertisers and publishers, as part of a plan to increase the number of distribution channels for branded content campaigns.

Rechtman said: "Branded content distribution is a rapidly growing niche and I want to be a part of this growing area at this early stage, especially as the use of video, social media and mobile and the importance of long-tail distribution techniques grows.

"GoViral is the best in the business and I'm looking forward to helping the company maximize its potential".

Jimmy Maymann, chief executive of GoViral, said: "As clients are increasingly looking for branded content as a key element of their online media plans, we need to further build our vertical networks and ability to do contextual placements across multiple platforms in order to deliver relevant brand messages.

"Rene's ability and experience in developing relationships with publishers and his commercial understanding of the space is sure to benefit our clients and GoViral's continuing growth."

GoViral's clients include CoCa-Cola, Nissan, Goodyear, Sony and Adidas.

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