

GoViral appoints ex-TradeDoubler as group MD

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Viral marketing agency GoViral has appointed TradeDoubler VP for advertisers and publisher sales Rene Rechtman as its group MD.

The newly created role will see Rechtman take responsibility for new developments in viral distribution such as video and mobile. Rechtman will also develop GoViral relationships with advertisers and publishers.

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 grow."

GoViral also announced that it is to release its book *Next Destination: The Social Metropolis* at this year's Cannes Lions festival. Jimmy Maymann, CEO of GoViral, will host a debate into social media and give away free copies this Sunday.

GoViral counts Adidas, Coca-Cola, Nissan and Sony among its European clients.