

NEWS

GoViral boosts team for European expansion

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GoViral has made a series of appointments as it looks to grow its European offering.

The viral and branded content seeding agency has hired Daniel Franklin as chief technology officer (CTO); he joins from live streaming company, RawFlow where he was CTO.

It has also appointed Thomas Sevege as VP of publishing; he was most recently VP sales at price comparison site Twenga. While the German office has appointed former head of agency and SEM at Google Germany, Frank

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... Scheuerer to MD.

The hires follow former TradeDoubler executive Rene Rechtman's arrival as group MD earlier in the year.

Jimmy Maymann, CEO at GoViral, said, "Online advertising, particularly through social media, continues to grow. As Europe's leading internet distributor of branded content we need to make sure we keep bringing in the best people who understand both what brands need to do to engage with consumers, and the technology to deliver that engagement."