

## GoViral names new group MD

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Viral marketing agency GoViral has appointed René Rechtman as group managing director.

The former vice president advertiser of TradeDoubler will take his new post on 14 July. There, Rechtman will be responsible for expanding GoViral's network of advertisers and publishers, as well as the distribution channels for branded content campaigns. In the past GoViral has distributed content for brands such as Coca Cola. Nissan. Goodvear. Sony and Adidas.

"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," said Rechtman.

**Martina Mackintosh, London**

