

MatchCraft Hires Chew as General Manager of EMEA

Creator of leading digital ad platform, advantage™, expands leadership team

SANTA MONICA, CALIFORNIA, UNITED STATES, December 5, 2016

/EINPresswire.com/ -- MatchCraft, a proprietary digital marketing platform for local businesses, announced the addition of Jeff Chew as General Manager of Europe, Middle East and Africa (EMEA).

Chew will be based in the company's European headquarters in Leiden, The Netherlands, and will assume the responsibility of growing MatchCraft's client base internationally. Chew is joining MatchCraft's team effective immediately and assumes the responsibility of managing Matchcraft's EMEA business development and operations.

An industry veteran with 25 years of business experience in the Technology, Ad-Tech and Advertising world, Chew will report to Matchcraft's Chief Revenue Officer, Marc Zaks.

Having lived in Europe for a greater part of his adult life, Chew has extensive experience in helping businesses with a variety of digital marketing solutions. He was most recently a part of YP.com (Yellow Pages) where he was responsible for their paid search product line that serviced tens of thousands of businesses. Prior to YP.com, Chew launched Admedo, a Display Ad Demand Side Platform in the U.S., helped build the Criteo Publisher MarketPlace (publisher monetization platform) in London for the European and Latin American markets, and oversaw Yahoo!'s EMEA small and medium-sized business channel.

About MatchCraft

MatchCraft, founded in 1998, provides a best-in-class marketing platform that enables companies to successfully sell and manage search, display, and social campaigns for their advertisers. Unlike other marketing technology platforms, the MatchCraft AdVantage platform helps organizations efficiently



matchcraft.com

The MatchCraft logo, featuring the word "matchcraft" in a lowercase, sans-serif font. The "match" part is in a dark blue color, and the "craft" part is in a grey color.

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manage campaigns of all sizes, enabling clients to deliver spectacular results to their advertisers. MatchCraft's sophisticated real-time bidding algorithms and team of digital marketing enthusiasts, work relentlessly to deliver exceptional ROI for merchants around the world. MatchCraft has headquarters in the heart of "Silicon Beach," in Santa Monica, Calif., with additional offices in The Netherlands, Brazil and India. For digital marketing news, advice and to stay in the loop on product rollouts, follow us on [Facebook](#), [Twitter](#), or visit our website at www.MatchCraft.com.

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