

# Making Science Welcomes Former Googlers to Support US Expansion

*From laid off to launch, ex-Googlers are bringing their talent and culture to a former partner to bolster its US-based business*

CHICAGO, ILLINOIS, UNITED STATES, April 13, 2023 /EINPresswire.com/ -- [Making Science](#), an international technology company and leading provider of artificial intelligence (AI)-powered digital marketing solutions, today announced the expansion of its US-based team with the appointment

of three C-level executives. [Jason Downie](#) was named CEO, Nick Tiano was named Chief Revenue Officer (CRO), and Mallory Bradford was named Chief Customer Officer. The talented trio will help bolster the business in the US by elevating awareness for Making Science's digital marketing solutions and proprietary technology. All former Googlers, the new leadership brings a collective 25 years of Google experience to the US-based team.

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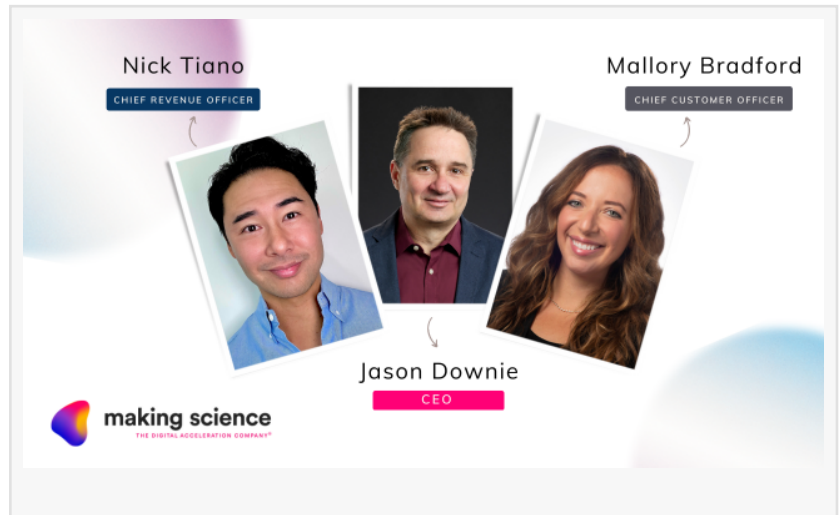
While leaving a world-class organization like Google is never easy for anyone, we are excited to continue partnering with Google as we bring our talents, vision, and experience to Making Science.”

*Jason Downie, CEO Making Science US*

As CEO, Downie will lead the Making Science US business strategy and operations. His leadership mindset is about surrounding himself with great talent, supporting others, and moving out of the way to let those with specific expertise take the spotlight. With over 20 years of experience in technology - over 10 in ad tech - and a varied history of entrepreneurial endeavors, the former Lotame CRO is well-suited to lead the Google-certified company in the US market.

As CRO, Tiano will be responsible for the US sales and

marketing strategies and shape a privacy-forward go-to-market approach for Making Science US and its customers. Tiano has over 15 years of industry experience and spent the last decade across Google's Large Customer Sales (LCS) and Google Marketing Platform (GMP), where he worked his way up to manage a global sales team. While at Google, he worked alongside Downie



to develop a client-focused, collaborative sales culture and delivered complex data and technology solutions for companies across verticals.

Rounding out the trio is Chief Customer Officer Mallory Bradford. With the Google thread weaving together their skills and spirit, Bradford has a customer-centered philosophy. She is dedicated to creating an optimal client experience with a core focus on customer relations and client success. With over 10 years of GMP experience, a proven track record of building and leading high-performing customer success teams, and a privacy-first vision for the new digital ecosystem, Bradford looks forward to making an impact through her leadership role at Making Science US.

“We are excited to welcome Jason, Nick, and Mallory to the Making Science US team,” said [José Antonio Martínez Aguilar](#), CEO and Chairman of Making Science and a former Googler himself. “Their experience and expertise will be an invaluable asset as we continue to grow our business in the US. Individually, each executive brings their talents. Together, this team will be unstoppable.”

“I am looking forward to leading Making Science US with this incredible team that aligns both on strategy and culture,” commented Downie. “While leaving a world-class organization like Google is never easy for anyone, we are excited to continue partnering with Google as we bring our talents, vision, and experience to Making Science.”

Making Science US entered the US market in 2021 by acquiring 360 Conversion Analytics, which added Nicolas Visiers Würth as the Managing Director US. Since, Making Science has continued its global expansion through a series of strategic acquisitions while continuing to build its proprietary technologies and work with clients across the globe.

## About Making Science

Making Science is an international digital acceleration company with over 1,200 employees and a presence in 14 markets: Spain, Portugal, Mexico, Colombia, France, Italy, the UK, Ireland, Sweden, Denmark, Norway, Georgia, Germany, and the US. Making Science focuses on digital advertising, data analytics, e-commerce, and cloud services. As a consulting partner with Local Planet, the world's largest network of independent media agencies, Making Science provides digital, technology, and performance marketing for an international audience. Additionally, the company launched Making Science-Sweett, a global staff augmentation solutions division, which provides enterprises with access to highly skilled tech talent.

In the FT1000: Europe's Fastest-Growing Companies 2022, Making Science was ranked 15th in the "Technology" category and was recognized as the fastest-growing company in the technology sector. Committed to supporting ESG initiatives, Making Science is a member of the Climate Pledge, the UN Global Compact, and the Pledge1% initiative, which supports community-based non-profit organizations committed to making a major impact on the future.

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