

Foap Strengthens Leadership Team with Former TikTok and Meta Executive Mattia Frese as Business Director

Former TikTok and Meta executive Mattia Frese joins Foap as Business Director to drive growth across Western Europe, the Nordics and social commerce.

WARSAW, WARSAW , POLAND, August 6, 2026 /EINPresswire.com/ -- Foap has appointed Mattia Frese as Business Director, strengthening the company's presence across Western Europe and the Nordic markets.



Mattia Frese's experience across Meta, TikTok and TikTok Shop will be a major addition to Foap, particularly as we continue to expand our social commerce capabilities and grow across Europe."

Mateusz Zybaczynski, CEO of Foap

Mattia brings more than 15 years of experience in digital marketing, advertising and business development. Before joining Foap, he held senior roles at Meta and spent more than five years at TikTok, most recently serving as Product Marketing and Partners Lead in the company's London office.

At Foap, Mattia will be responsible for accelerating the company's growth across Western Europe and the Nordics, while supporting the continued development of its creator

marketing, social commerce and TikTok Shop offering.

During his time at TikTok, Mattia worked with some of the world's largest brands and agencies, helping them adopt new advertising products, develop strategic partnerships and drive measurable business growth. He also supported leading clients in developing their TikTok Shop activities across Central and Eastern Europe, Southern Europe, the Nordics and the UK.

"Mattia and Foap had the opportunity to work together during his time at TikTok's London office. We were consistently impressed by his knowledge of TikTok's products, his understanding of local markets and his ability to turn new solutions into scalable business opportunities. His experience across Meta, TikTok and TikTok Shop will be a major addition to Foap, particularly as we continue to expand our social commerce capabilities and grow across Europe. This is another important step in the global development of our business," said Mateusz Zybaczynski, CEO of Foap

Foap is a global creative agency and production platform supported by a community of more than 4.5 million creators across the US, Europe, Latin America and Asia. The company provides end-to-end social media services, including strategy, creator marketing, content production, paid media and social commerce across platforms such as TikTok, Meta and YouTube. Foap employs more than 100 people and delivers projects for global brands across multiple markets. The company is headquartered in Warsaw and operates across Europe, the US, Asia and Latin America.

<https://www.foap.com>

Mattia Frese. Image Courtesy of foap

Mattia Frese is a digital marketing and advertising executive with more than 15 years of international experience across product strategy, marketing, sales and business development. Before joining Foap, he worked at Meta and spent more than five years at TikTok, where he was responsible for go-to-market strategies, advertising product development and strategic partnerships across multiple European markets. He worked closely with leading global brands and agencies, helping them accelerate the adoption of new products and generate measurable business growth. He also supported the development of TikTok Shop for key clients across Central and Eastern Europe, Southern Europe, the Nordics and the UK. Throughout his career, Mattia has worked across the UK, Spain and Italy, specialising in digital transformation, data-driven marketing and the implementation of innovative advertising and commerce solutions.

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