

TyrAds Grows Its Global Footprint with New Barcelona Office, Appoints New COO

Expansion into Barcelona gives TyrAds a presence in one of Europe's tech capitals and acts as a gateway for European customers

BALI, INDONESIA, August 26, 2026 /EINPresswire.com/ -- TyrAds, a global leader in mobile growth and monetization solutions, has announced the opening of its newest office in Barcelona, Spain. The office, located in the 22@ Barcelona Innovation District in Poblenou, is headed by Carlo Biondo, who has joined the company as COO from customer acquisition specialist Audience Serv. With a team of ten already based in the new office, the plan is to continue to scale up the Barcelona operation to support TyrAds growing number of European customers.

TyrAds offers a thoughtful approach to user acquisition and monetization for app developers and advertisers through its proprietary rewards platform, which connects with over 50 million monthly active users worldwide. The TyrAds' platform is designed to support improved user retention, engagement, and return on ad spend (ROAS) for its partners, which include Scopely, HUUUGE Games, NetEase, Original Games, and



TyrAds' Barcelona Office Meeting Room



TyrAds' Barcelona Team

My.Games.

"Opening our Barcelona office is another important step in TyrAds' growth," said Zino Rost van Tonningen, Founder and CEO of TyrAds. "As ad-driven User Acquisition becomes ever more expensive, app marketers are looking for credible alternatives. Strengthening our presence in Europe means we can work even more closely with our customers, bringing our rewards platform to more publishers and developers."

As the new COO, Carlo Biondo will be responsible for driving operational excellence, leading AI-powered automation and analytics to optimise campaign performance, and as the Country Manager for Spain, supporting TyrAds' European growth and regional partnerships. Biondo joins from German direct marketing specialists Audience Serv, where he spent seven years as COO and then CEO. Prior to that, Biondo spent a decade running his own digital marketing agency based in Barcelona, called Karma Response.

"It's an exciting time to join TyrAds. Mobile is an industry where there are always new ideas and new approaches, especially when it comes to marketing and monetization. I hope to bring what I've learned from email and direct marketing, and lately from building AI tools that automate the heavy lifting of campaign analysis and optimization. That's where I see the biggest opportunity: an operations team where AI does the repetitive work and people focus on strategy and customers. With all the great talent available and a fantastic city to live and work in, I'm really looking forward to scaling up our European operations," said Carlo Biondo, Chief Operating Officer of TyrAds.

– ENDS –

About TyrAds

TyrAds is a premier mobile advertising platform specializing in high-ROAS user acquisition and sophisticated monetization for app developers. By focusing on deep-funnel engagement and transparent data, TyrAds helps developers turn players into lifelong fans. <https://tyrads.com/>

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