NativeAds.ai Names Annika Geiger EVP of Sales, Europe to Accelerate Growth Across AI-Powered Creative and Retail Media

Former Amazon Ads, Magnite, Oracle Advertising exec joins, expands European presence. Helps brands & retailers scale personalized, performance-driven creative



SAN FRANCISCO, OR, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- San Francisco, CA — September 15, 2026 — Nativeads.ai, a next generation creative tech company using generative AI to power the future of dynamic advertising, today announced the appointment of Annika Geiger as Executive Vice President of Sales, Europe. Based in London, Geiger will lead NativeAds.ai's European business and commercial strategy as the company expands adoption of its AI-powered creative technology across programmatic, social, CTV and retail media.

Geiger joins NativeAds.ai following leadership roles across Amazon Ads, Magnite and Oracle Advertising, bringing deep experience across retail media, connected TV, programmatic advertising and measurement. Most recently at Amazon Ads, she led key retailer relationships across the UK. Previously, at Magnite, she led CTV initiatives across brand-direct and commerce media, and earlier in her career worked across contextual targeting and media measurement at Oracle Advertising.

Her appointment comes as advertisers face growing pressure to produce more creative, for more audiences, across an increasingly fragmented set of channels and retail media environments. While AI has dramatically increased the potential speed and scale of content production, brands still need to ensure that every asset reflects their brand identity, meets channel-specific requirements and is designed around the audiences and moments that drive performance.

NativeAds.ai addresses this challenge by enabling brands and agencies to generate personalized

creative at scale while embedding a brand's DNA and channel requirements directly into the creative process. For retail media networks, the platform also creates an opportunity to expand access to advertisers that historically lacked the creative resources needed to participate, including small and midsize businesses, while enabling larger brands to rapidly develop retail-ready creative by audience, product, retailer and tentpole moment.

"Creative is one of the biggest drivers of advertising performance, yet it remains one of the least scalable parts of the media workflow," said Annika Geiger, EVP of Sales, Europe at NativeAds.ai. "I saw this firsthand at Amazon: brands that showed up with the right creative at the right moment consistently had an advantage. But doing that across audiences, retailers and channels using traditional production models is incredibly difficult. NativeAds.ai is solving that problem by bringing intelligence, brand consistency and scale together, and I'm excited to help brands and retailers across Europe rethink what creative production can look like in the AI era."

"Annika joining NativeAds.ai is an important milestone as we expand our business globally," said Al Kallel, CEO and Co-Founder of NativeAds.ai. "She has spent her career at the forefront of advertising innovation across Amazon, Magnite and Oracle and brings the industry expertise, relationships and commercial leadership to help drive our next phase of growth. Having built advertising businesses at Amazon myself, I'm especially excited to have another Amazon Ads leader join us as we reimagine how advertising is created, personalized and optimized for the AI era. With Annika leading our European business from London, we're doubling down on our ambition to make NativeAds.ai a defining creative platform for the next generation of advertising."

Geiger's appointment also comes as NativeAds.ai increases its presence across the European advertising and retail media ecosystem. She will speak during the D3con Programmatic Breakfast Lounge alongside DMEXCO, where she will discuss how advertisers can use AI to generate personalized creative at scale while maintaining brand DNA across every asset and producing channel-ready outputs in one click.

Geiger will also speak at Retail Reshaped in Hamburg on November 17, focusing on how AI-powered creative can help retailers unlock an underserved SMB advertising market by lowering the creative barrier to entry, while giving large FMCG brands the ability to generate retail-ready creative across audiences, tentpole moments and other variables to improve ROAS and sales performance.

"Europe is at an important inflection point across retail media, programmatic and AI," added Geiger. "The media infrastructure has become incredibly sophisticated, but creative production hasn't kept pace. The next opportunity is connecting those two sides of advertising — making it as easy to personalize and adapt the creative as it is to define the audience and activate the media."

Hollis Guerra

Purpose Worldwide for Nativeads.ai
+1 805-403-0705
email us here
Visit us on social media:
LinkedIn

This press release can be viewed online at: https://www.einpresswire.com/article/942771921

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.