

TradeDoubler appoints Björn Lindberg as Chief Operating Officer

TradeDoubler has today announced the appointment of Björn Lindberg as Chief Operating Officer. Lindberg, who has been with TradeDoubler since mid 2000 and is a member of the company's Group Management Board, will take on overall responsibility for TradeDoubler's sales and marketing operations across all its 18 European markets plus Japan. He moves into the role from the position of Vice President, International Client Services which he has held for the past three years.

Lindberg has been hugely instrumental in developing and growing some of TradeDoubler's largest pan-European accounts. His previous roles at TradeDoubler include Vice President Business Solutions, where he was responsible for the development and sales of TradeDoubler's technology solutions. Before joining TradeDoubler in May 2000 Björn worked as a consultant at the American IT-consultancy firm EDS and prior to that at Telia. He has over 20 years experience in several leading marketing and sales positions.

Lindberg replaces Andreas Bernström who is leaving TradeDoubler at the end of September to pursue other opportunities, having been with the company since early 2000.

TradeDoubler's CEO William Cooper comments, "I'm thrilled that Björn has accepted the role of Chief Operating Officer and am greatly looking forward to working with him in his new role. He brings a vast depth of knowledge to the role, gained not only through his various positions at TradeDoubler but also through his experience within the wider digital industry." Cooper continues, "I would like to take this opportunity to thank Andreas Bernström for the enormous contribution he has made to TradeDoubler's success since joining in 2000 to set up our UK operation. He has held several significant roles over the years, including five years as UK Managing Director as well as Chief Operating Officer. I wish Andreas every success for the future."

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About TradeDoubler

TradeDoubler's performance-based digital marketing products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales or drive brand awareness. Headquartered in Stockholm, TradeDoubler boasts a unique global reach with local presence in 19 countries. With a breadth of expertise across multiple industry sectors and a network of over 120 000 website publishers we help our almost 1 700 advertising clients globally to deliver online results.