

# Fyber Expands Executive Leadership Team to Support Momentum

*Michael Bullion Joins as Chief Product Officer*

**BERLIN – January 26, 2016** – [Fyber](#), a leading mobile advertising technology platform, today announced the expansion of its executive team with the addition of Michael Bullion as the company's first Chief Product Officer. Bullion's appointment illustrates Fyber's commitment to building out one of the largest independent mobile monetization platforms in the market.

Bullion brings two decades of global product, marketing and operations experience to Fyber, having served at companies such as Microsoft, Hibu, and PwC, as well as a variety of advertising technology startups. Most recently, Bullion was Chief Product Officer at London-based ad tech company, Glow Digital Media, where he led product strategy and delivery.

"Developers and publishers need a smart unified monetization platform to drive the most value from their audiences," said Michael Bullion, Chief Product Officer, Fyber. "I'm excited to lead product development and innovation for Fyber and to ensure our products meet the increasingly sophisticated needs of app developers and media companies." Bullion will oversee all global product development from Fyber's Berlin headquarters.

"It's an extremely important time for Fyber as we continue to accelerate product innovation and to make strategic investments that help fuel the app economy," said Janis Zech, co-founder and COO, Fyber. "Michael brings a wealth of product experience that will help us navigate rapid growth via a best-in-class platform."

Bullion joins an executive leadership team that was recently strengthened with the [additions](#) of several industry veterans and innovators in digital media and advertising, including Jim Schinella as CBO, Henrik Basten as CTO and Heiner Luntz who joined as RNTS Media CFO. These appointments reflect Fyber's commitment to providing world-class solutions for developers and advertisers.

The news comes on the heels of Fyber's completed [acquisition](#) of San Francisco-based Heyzap, a mobile advertising technology company, by its parent company RNTS Media N.V. Heyzap employees will join Fyber at its San Francisco office as the company continues its global expansion.

## **About Fyber**

Fyber is a leading mobile advertising technology company headquartered in Berlin, Germany, with an office in San Francisco. We are devoted to solving the fundamental business challenge faced by freemium app and game developers, generating sustainable revenue streams through ad monetization across all connected devices. Built by developers for developers, Fyber's unified platform serves over 500 million monthly active users and empowers thousands of the world's leading app developers and publishers to integrate, manage and optimize all ad revenue sources across mediation, exchange and ad serving. Fyber is investing for the long term to build

the platform that will fuel the app economy of the future. For more information, visit [www.fyber.com](http://www.fyber.com).

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