

FYBER APPOINTS SVP OF GLOBAL DEVELOPER RELATIONS TO HELP DEVELOPERS DRIVE MORE REVENUE

Ad Tech Veteran Rujul Patel Joins Fyber's Leadership Team

SAN FRANCISCO - September 6, 2016 - [Fyber](#), a leading mobile advertising technology company, has appointed ad tech veteran Rujul Patel to SVP of Global Developer Relations. He'll lead Fyber's developer relations team with an objective of empowering app and game developers' globally to drive more revenue in a rapidly-evolving app ecosystem.

With more than 20 years of industry experience that began in engineering and product management, Rujul was most recently SVP of global publisher solutions at Amobee where he played a vital role in building the company's global publisher business, including mobile, native and video. Prior to this, he served as the head of product management at Nominum where he was responsible for delivering products that met DNS needs of more than 500M broadband households globally, and was a senior product manager at Yahoo! and Intuit.

"Publishers and developers want to partner with the most powerful, scalable and flexible mobile monetization platform to optimize all ad revenue sources across every connected device," said Rujul Patel, SVP of Global Developer Relations, Fyber. "I'm excited to drive the company's developer-focused strategy and to ensure that we're meeting and exceeding the complex needs of our expanding global publisher base."

The news comes on the heels of both Fyber and Heyzap, who [joined forces](#) in January 2016, [unveiling](#) a unified mobile monetization platform that combines the best of both offerings. The teams are closely collaborating to bring a steady drumbeat of product updates, enhancements and innovations over the coming weeks and months to advance the Fyber Platform as the most comprehensive one-stop monetization solution for developers and publishers.

"Rujul joins us at the perfect time, bringing both a deep understanding of the ad tech ecosystem and outstanding experience of building and leading high-impact global publisher sales, product and operating teams," said Jim Schinella, CBO of Fyber. "He understands developer and publisher needs at a deep product and user experience level, while also possessing demand-side expertise, including programmatic buying. Fyber's addition of programmatic capability and DSP demand calls for an evolving monetization discussion with developers and publishers that Rujul can bring to our developer relations team and to our partners."

Video and in-app programmatic deliver the scale and efficiency that helps encourage billions of additional dollars in ad spend, which is why we've seen, and will continue to see, significant growth in that area. The rapid growth in the programmatic space affords Fyber's developer partners two distinct benefits: a more efficient way to monetize and a way to reach premium advertisers.

Rujul will report directly to Fyber's Chief Business Officer, Jim Schinella, and will be based in San Francisco.

About Fyber

Fyber connects app developers and media companies with advertisers through the power of technology. Across every device. It's an independent advertising technology company devoted to delivering global audiences at scale through a powerful cross-platform monetization & advertising solution. Our SSP, Ad Serving, Ad Exchange and Mediation products empower thousands of the world's leading app developers and publishers to generate business-critical revenue streams and serves over 500+ million monthly active users globally. For more information, visit www.fyber.com.

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