



## **NEWS RELEASE**

### **For immediate release**

### **New Leaders at Olive Media**

#### **Olive Media Appoints New Vice President, Head of Ad Operations and General Manager of New Division**

Toronto, ON, January 4<sup>th</sup>, 2012 – Olive Media announced today two new leadership team appointments - Andrew Wicken as VP, Strategy and Operations, and Funke Fabunmi, as Head of Ad Operations. The online advertising company also welcomes another seven new hires, and promotes three staff, including Mladen Raickovic to the newly created role of General Manager, Data-Driven Media.

Andrew Wicken joins Olive Media with a solid corporate strategy and business management track record, having spent the last seven years in various roles within Torstar Corporation. Most recently, he was Managing Director of Business Ventures for Metroland Media Group, responsible for managing a portfolio of digital properties and sourcing new ventures. In his new appointment, Wicken will oversee Olive Media's corporate strategy and lead the Business Intelligence, Client Services, and Ad Operations groups.

Funke Fabunmi takes over leadership of Olive Media's ad operations. Her eight years of experience in ad operations management will continue to raise the bar in delivering operational excellence across Olive Media's portfolio of advertising solutions. Fabunmi most recently managed campaigns on over 300 TV, newspaper, portal and partner websites in the Digital Ad Operations Manager position she held at Quebecor Media.

Mladen Raickovic, who joined Olive Media in 2006, is promoted from his role as Head of Partnerships and Product Development for the Network Portfolio and will lead Olive Media's new venture into Data-Driven Media. Raickovic will leverage his extensive experience in successfully managing and developing

new online advertising products to build Olive Media's new discipline focused around real time bidding, data, and the ad exchange market.

"Olive's reputation as a leader in the online advertising market has only been possible by our ability to attract some of the brightest minds in the industry," says Simon Jennings, President, Olive Media. "We are delighted to welcome new talent to our team, and we are confident that these new appointments will continue to drive our performance to new heights."

The new hires and promotions on Olive Media's Toronto-based team are:

### **Promotions**

- Shawn Ng – Product Operations Specialist
- Michelle Primrose – Product Operations Specialist
- Mladen Raickovic – General Manager, Data-Driven Media

### **New Hires**

- Bryan Calverley – Ad Operations Specialist
- Funke Fabunmi – Head of Ad Operations
- Kat Holland – Team Lead, Client Services
- Anna Gaponovitch – National Account Manager
- Kevin Gulayets – Sales Solutions
- Jeanette Gustar-Nicholls – National Account Manager
- Helene Merlet – Integrated Campaign Specialist
- Stephanie Palasti – Account Coordinator
- Andrew Wicken – Vice President, Strategy and Operations

**About Olive Media:** [www.olivemedia.ca](http://www.olivemedia.ca)

Olive Media is a leader in the online advertising market in Canada and has the ability to reach over 16.6 million unique Canadian visitors monthly\* on a variety of top-tier sites. Olive Media offers Canadian media buyers a one-stop shop for highly-engaged online Canadian audiences across premium Canadian and International content channels, including NYTimes.com, thestar.com, LaPresse.ca, auFeminin.com, Allrecipes.com and People.com.

Olive Brand Response, an Olive Media product, offers advertisers the opportunity to run performance-related campaigns on over 2000 Canadian and International websites in both English and French. Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc.

\* comScore Media Metrix , July-September 2011 average

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