



Performance IN

The Top 50 Industry Players from 2019

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PerformanceIN 50: *The Top 50 Performance Marketing Players from 2019*

After numerous submissions and much deliberation, PerformanceIN is proud to present this year's PerformanceIN 50 – the top 50 industry players in performance marketing from 2019 – highlighting individuals from around the world who continue to steer, innovate and inspire the industry.

The list, sponsored by Partnerize, focuses on the exceptional work from individuals who are both supporting and giving back to the performance marketing community as the industry continues to evolve as we look ahead into 2020.

Compared to previous PerformanceIN 50 lists, we wanted to truly recognise the people that are working hard and making a difference. Therefore, we have excluded the C-Suite from networks and instead included members of their teams who are making a real change to the performance marketing channel.

Nominations were carefully selected with the final 50 list showcasing a variety of disciplines and job levels to represent the broad set of attributes that can be said to be having a tangible effect on advancing the performance marketing industry for the better.

Furthermore, for the very first time, we've highlighted a number of individuals as **One to Watch** - indicating the rising stars of the industry, who based on our research, are pushing the conventional boundaries to improve the performance marketing channel going into 2020 and beyond.

On behalf of the PerformanceIN and Partnerize, a huge congratulations to all the individuals in the PerformanceIN 50 list and to their respective companies as well as everyone who nominated.

Don't forget to get involved by using the **#PerformanceIN50 hashtag**.



Adam Furness

Managing Director, APAC | Impact

Besides his success within Impact, Adam supports and inspires the next generation of talent entering the performance marketing industry. He's one of 20 business leaders that were chosen as mentors for the IAB Australia's inaugural mentorship program, which equips rising stars with the skills they need to succeed in this dynamic industry. Adam is also an active member of the IAB's Executive Technology Council and a contributor to the Wyse Women network to advocate more diversity and flexibility in the industry.



Adam Singolda

Founder & CEO | Taboola

Since launching the business in 2007, Adam has established Taboola as one of the most sought-after Israeli discovery platforms, which operates services that plug into partner publishers to drive traffic to "relevant" content. 2019 saw Adam lead Taboola's successful merger of its fellow Israeli content recommendation firm, Outbrain, merging the two platforms to become one of the largest digital advertising platforms in the market.

ONE TO WATCH



Alex Major

CEO | Redbrain

As CEO of Google's largest premium CSS partner, Alex is at the forefront of leveraging the enormous potential for retailers that CSS can deliver and by offering a pure CPA model for advertisers. Redbrain is truly at the centre of the performance marketing industry as it competes for budget against riskier and more traditional marketing channels.



Alexandra Forsch

President | Awin US

As president of Awin US, Alexandra developed the business from a start-up to a multi-million dollar operation, championing the growth of the North American clients and leading to a succession of multiple awards. Since Awin's acquisition of ShareASale in January 2017, Alexandra has spearheaded multiple projects to align the brands and merge teams to create a best-in-class combination of service and technology for the industry.



Anjolie Blunden

Managing Partner | Adtraction

2019 has seen Anjolie pioneer a new way for open affiliate networks to do business, having devised a new network commercial and service model that has won favour with advertisers and publishers alike. She has also been one of the driving forces behind industry-wide diversity initiative, Turn The Talk, which has tackled the industry's lack of diversity head on.



Anna Jorysz

Performance Display Channel Manager | NMPi

At 27, Anna has redefined performance display advertising by challenging the industry's accepted best practices, which has always focused on short-term sales rather than building long-term customer relationships. Her team was recently recognised for its data-led display strategy for Liverpool Football Club, which won six awards. She has also been invited to speak by both PerformanceIN and Google.



Bahar Yagmurdereli

Affiliate Director | iProspect

Bahar has been instrumental in supporting the growth of clients globally, creating and developing content-first strategies for iProspect as well as becoming a figurehead of affiliate marketing within Dentsu Aegis Network. Bahar is a strategic leader and an innovative thinker when working with senior stakeholders and technology partners to drive business performance and excellence in close collaboration with the wider digital channel teams.



Bryony Smith

Performance Manager | Optimise Media

Bryony has demonstrated innovation in performance marketing by growing the remit of standard affiliate activity to include partnerships and first-in-market hybrid deals. Her forward-thinking approach achieves results for complex, high-profile and demanding projects on several key accounts of which she is day-to-day lead. Bryony's work ethic, congenial nature and industry expertise see her develop and expand relationships with key publishers to deliver ambitious growth targets in line with tight strict acquisition costs.

ONE TO WATCH

ONE TO WATCH

ONE TO WATCH



Callum Ridley

Partner Growth Manager | Partnerize

Callum's desire and passion to excel and drive best results for clients in the performance marketing industry has been second to none. Having worked up the ranks in a short space of time, he quickly set the bar for everyone before developing numerous high-profile relationships with both new and existing publishers, and opening new avenues and commercial prospects. Now, Callum will continue his development within performance marketing at his new role at Partnerize.

ONE TO WATCH



Caroline Mulvihill

Affiliate Marketing Consultant | Caroline Mulvihill Affiliate Marketing Consultancy

Caroline's vast experience in both affiliate and performance marketing has seen her develop a sterling reputation in the industry, most notably her recent role as head of performance at BT. Now working as a consultant, Caroline continues to further push the boundaries for performance marketing while supporting affiliates to maximise the opportunities available in the channel.



Catherine Comerford

Global Digital Marketing Manager – Affiliates | FitFlop

Catherine is the global digital marketing manager for affiliate at fashion-forward footwear brand, FitFlop. With a background in fashion and a passion for affiliate marketing, Catherine has been at the helm of FitFlop's ever-evolving affiliate and influencer strategy, resulting in the brand clinching a variety of industry awards as well as presenting at Affiliate Huddle and PI LIVE this year.



Chris Arreguin

General Manager, SVP Revenue | Honey

Chris is the GM, SVP Revenue at Honey where he has grown the affiliate program from the ground up, rapidly growing top-line revenue. A veteran of ad tech & affiliate, Chris has spent the last 15 years building teams and companies that have led to 5 consecutive successful startup acquisitions totalling over \$4.5 Billion — including Honey being acquired by PayPal which is set to be formalised in 2020.



Clare Gore

General Manager, Coupons International | Groupon Reach Network

Following the recent merger, Clare is now responsible for Groupon's coupons strategy on an international scale. Using her near decade of experience in the affiliate industry, Clare is uniquely placed to turbocharge Groupon's international affiliate strategy, developing new relationships and innovating new strategies to meet market requirements. Clare has led a majority of award-winning campaigns whilst cementing vouchercloud as a true industry leader.



Dan Cohen

Group Commercial Director | Savings United

Dan is one of the most active and known people in the international affiliate landscape. Bringing his wealth of online marketing and traditional media experience to the coupon space, Dan continues to share insights across the industry and is actively pushing the agenda forward by addressing the most important issues.



David Ayre

Managing Director | Smarter Click

With 15 years' experience, David is no stranger to the affiliate industry, having previously worked at Tradedoubler and Summit Media. Working alongside founders Ennis Al-Saiegh, Joe Gilmore and Henry Boyson, David's been instrumental in ensuring the success of Smarter Click on an international scale and is now managing director as the company continues to partner with advertisers worldwide.



David Teng

Vice President and General Manager | eBates

David started the Asia Pacific branch of eBates from scratch, which soon generated \$350M USD in GMV in five years. He then launched the US website in China, Korea, and Singapore with a focus on finding product market fit and ramping up acquisition marketing. Developments led the cashback publisher to be sold to Japanese e-commerce giant Rakuten for \$1 billion, which has since merged into Rakuten Rewards as the publisher carries out its next phase.



Dunia Silan

VP Revenue EMEA & APAC | Skimlinks

Dunia has made it her mission to push the performance marketing industry forward by bringing full transparency to advertisers using affiliate marketing and expanding commerce content as a meaningful revenue stream in APAC, with special attention paid to solutions to take advantage of the growth in mobile commerce.

ONE TO WATCH



Eniola Ogunbanwo

Partnerships Manager | TopCashback

Originally joining as an intern, Eniola has rapidly risen the ranks to partnerships manager and now manages a number of TopCashback's tier one accounts. These accounts have seen fantastic year-on-year growth thanks to innovative strategies and top account management. What's more, she continues to develop and build new relationships with merchants, networks and agencies whilst attending regular client meetings and affiliate events.

ONE TO WATCH



Fatme Bostandzhieva

Partnership Development Manager | Tradedoubler

Having entered the industry recently, Fatme has made a huge impression on not only Tradedoubler but the top 30 publishers she works with. She was responsible for launching a new automated QBR format that pulls a huge amount of data into readable, actionable insights so publishers can optimise their activity throughout the network. This has led to a vast amount of positive feedback on the service from partners who are seeing positive growth as a result.



Johannes Wirth

Global CRO | GSG

In addition to driving the growth for Global Savings Group, Johannes has overseen opportunities to take successful business models into Europe to the US, contributing his hard work and forward-thinking mentality. He and his award-winning organisation are going to be a big part of the future of the performance marketing industry.



Joris Cretien

Head of Publisher Management, US | Awin

Joris was a core part of Awin and ShareASale's unified operations to expand upon the strategic solutions offered to clients on both networks. One big part of this was centralising the two office's affiliate teams under Joris in order to streamline internal and external communications and further bolster relationships with publishers by providing strengthened collaboration across both platforms. With his work across all fronts, Joris continues to be a staple member of the performance marketing industry.



Katy Hughes

Client & Operations Director | Acquire

Katy's quick progression within the industry and the level of work she's carried out across several companies has been well recognised by her peers. She started out client side, then went to agency side and managed some of the biggest brands like BooHoo and Hotels.com at Awin before joining Acquire four years ago. She has since helped sign and manage some incredible global brands for a growing agency.



Katy McLean

Senior Director, Client Services | Rakuten Marketing

As senior director at Rakuten Marketing, Katy has been responsible for heading up a client services team of over 30 employees and a portfolio of leading retailers. Under her management, Katy's largest global clients have received prestigious awards at the PMAs and IPMAs and seen increasing revenue from her team year-on-year with client retention rates far surpassing the industry average. She has built a team of high achievers that continue to progress in the company.



Kevin Edwards

Group Client Strategy Director | Awin

As group client strategy director, Kevin has played a key role in empowering Awin's employees and clients with the right data and insights to make the most informed decisions about their campaigns. He has also helped create best practice standards and improve self-regulation. Kevin was previously chair of the Affiliate Marketing Council in the UK and continues to play a major part in the IAB's Legislation and Standards' Committee.



Kyle Schumacher

Direct, Head of Partnerships | WikiBuy

WikiBuy is a large US publisher and as a voice of them in the affiliate space, Kyle has made a big impact in trying to get more publishers to collaborate on some of the key issues in the industry. In addition to working with external partners, Kyle continues to pitch new ideas internally and work with cross-functional teams to create new partnership opportunities that deliver exclusive savings to Wikibuy users and additional revenue for the business.

ONE TO WATCH



Laura Paterson

Senior Account Manager | Acceleration Partners

As senior account manager for Acceleration Partners EMEA, Laura has been responsible for leading client relationships and delivering best in class account strategy and execution across her client portfolio. Laura has over 5 years' experience in affiliate marketing and prior to her role has worked both network and agency side, managing some of the UK's biggest retail and travel brands.



Libby Robinson

Managing Director | M&C Saatchi Performance

During her time as EMEA managing director for M&C Saatchi Performance, Libby has been at the forefront of digital marketing advancements across the APAC, EMEA, and US regions, and responsible for growing world-leading digital brands including Amazon and Microsoft. She has built her team from 10 to 80 (200 globally) and transformed the offering from mobile specialist to a full-service digital agency.



Mark Kuhillow

Founder | SingleView & R.O.EYE

Quickly becoming a key player in the affiliate space, Mark's developments have influenced many partners across the board since the mid-90s. During that time he launched the first affiliate agency in Europe in 2004 – R.O.EYE – and more recently the SingleView attribution platform, which aims to solve the perennial affiliate debate around measuring incrementality.



Mary Zhou

Chief Marketing Officer | Lazada Group

Driving the region's integrated marketing engine across four key areas: branding and creative, social media, partnerships and performance marketing, Mary was instrumental in Lazada Group's high-profile brand refresh this year, elevating the role of marketing solutions as a value creator for business and introducing a series of 'shoppertainment' innovations.

ONE TO WATCH



Matt Caloras

Enterprise Business Development Manager | Partnerize

Immediately upon arriving at Partnerize, Matt changed the focus of inbound and outbound outreach programs to help clients better understand the performance of their programs in the context of industry benchmarks and trends. By creating a real value exchange, he has elevated prospective client satisfaction and sales success rates. He also actively mentors Partnerize team members in multiple functions and evangelises for the space at marketing events in the New York area.

ONE TO WATCH



Max Flajsner

Head of Performance | NMPi

Max has been responsible for the development of NMPi's CSS Buy Bye, which now services over 784 clients and 32 million products. Its success has been down to the incredible teamwork and management of the project, in addition to Max's leadership and mentoring to ensure individual training and growth. He held weekly knowledge sharing meetings to increase communication between teams and channels.

ONE TO WATCH



Mustafe Awale

Affiliate Director | Wavemaker

Mustafe uses his leading vision and creativity to develop digital marketing strategies with an insight-driven approach. Thanks to several years of experience, Mustafe has continued to develop digital marketing campaigns in the affiliate channel for clients based in the UK, Italy and Denmark, both supporting and advising clients at the launch stage of their affiliate marketing strategy.



Nina Jasinski

Chief Marketing Officer | Ogilvy

Nina leads Ogilvy's marketing and new business efforts across all UK capabilities. A passionate advocate for collaborative working and integration, she loves pulling together exactly the right team of specialists for clients from across the group. Nina also sits on the executive committee for WACL, where she is responsible for the Future Leaders Award as well as regular cross-industry training sessions.



Panayotis Nikolaidis

CEO and Founder | Savings United

In the past 12 months, Panayotis has disrupted the US voucher code market by bringing media companies into the fold. He has achieved commercial partnerships with leading media publishers and transformed Savings United into a leading couponing solution provider for premium media companies. Panayotis and his company are harnessing the power of voucher codes to attract smart shoppers and revitalise the income streams of advertisers.

ONE TO WATCH



Pau Riera

Account Manager | Webgains

Pau joined Webgains' finance team and soon progressed as account manager, demonstrating the value of the affiliate channel as he worked through a number of client portfolios to deliver real-time success. Pau's portfolio rapidly changed, and he is now responsible for advertisers with aggressive revenue growth targets, generating millions of revenue each year through the affiliate channel.



Rebecca Ackers

Head of Seller, UK & Nordics | Rubicon Project

As an ad tech leading expert, Rebecca has been instrumental in improving transparency within programmatic advertising through the Rubicon Project as well as engaging with the programmatic community on key initiatives like the IAB UK Gold Standard, open source header bidding solutions and ads.txt/ads.cert, for example. Furthermore, Rebecca has been an advocate for supporting women in ad tech and encouraging more diversity on the industry stage.



Richard Harrison

Managing Director | Inflecto

Richard and his team have reinvented the wheel of lead generation with Inflecto Media, having leveraged their expertise and internal creative capabilities to ensure that users are targeted with highly relevant, optimised and actionable creative assets. As the face behind one of the fastest-growing lead generation businesses within Europe, Richard continues to drive international growth whilst being committed to driving quality and transparency within the industry.



Sammy Crow

Affiliate Manager | MediaCom

Sammy joined MediaCom in 2015 and in that time has established herself as a competent performance marketer. A key part of Sammy's remit is championing affiliates across the company to expand and grow the importance of the channel in the wider media mix. Her main account is Dell, which spans four key markets and was shortlisted for its work in this year's IPMAs.



Seán Mahon

Affiliate Team Leader | Equator

With over 10 years' experience in e-commerce and affiliate marketing, Seán joined Scotland's leading digital agency Equator in 2014. Overseeing a team that is responsible for managing programmes for the likes of AXA, Malmaison, Hotel du Vin and Village Hotels, Seán has been responsible for the continued growth and innovation of all affiliate activity at Equator. Seán was also a key part in Insider Insights this year at PI LIVE, a brand new session format designed to encourage diversity amongst industry speakers.



Shaan Raza

Deputy MD India | Optimise Media (SEA)

Shaan has been continuously investing in performance marketing by bringing innovations from across the world to Indian clients and publishers. Shaan has launched many successful international partnerships in India and continuously helps all stakeholders understand the challenges of the Indian market. During her 20 years of experience in digital and performance marketing, she has guided many domestic and international brands into performance marketing.



Sheetal Sahota

Director, Publisher Services (EU) | Rakuten Marketing

2019 has been an exceptional year for Sheetal, who is responsible for overseeing Rakuten Marketing's global publisher network. She has supervised several key European publisher acquisitions and lead Rakuten Marketing's Influencer Services, delivering award-winning influencer campaigns for leading fashion, luxury and retail brands across the globe. Speaking at industry events, Sheetal champions transparency and the use of data to identify the value influencer marketing plays across the entire buying journey from awareness to conversion.



Simon Bird

Co-founder & CEO | RevLifter

As co-founder of multi-award-winning platform RevLifter, Simon and his team have delivered phenomenal results for partners whilst pushing forward innovation within the performance marketing industry. The industry was crying out for a solution that catered to the needs of the consumer and the advertiser, and in such a short space of time, Simon and co have provided the means for retailers wanting better control of the customer journey whilst presenting more relevant and personalised offers to users.



Siobhan Williamson

Business Operations Director | CJ Affiliate

Since joining CJ Affiliate in 2013, Siobhan (Chev) has gained traction in the network to head up the European business operations department. Born in South Africa and now living in London, Siobhan relishes regular opportunities to visit CJ's global offices in Europe, Asia, Africa and the Americas in order to further hone her international understanding of affiliate whilst overseeing her international team.



Sophie Parry-Billings

Senior Marketing Manager | Acceleration Partners

Having been working in the affiliate marketing industry for over five years, Sophie has led the charge in helping raise the channel's profile through working with companies such as PerformanceIN and the IAB. Most recently, she has driven the diversity agenda with the launch of Turn The Talk having hosted the first event in July. Sophie is passionate about the affiliate industry and has supported its growth in terms of reach, talent and now, diversity.



Sumeera Doonga

Digital Partnerships Manager | ASOS

Having led affiliates and partnerships for ASOS's European team, which resulted in successful activity in several European countries, Sumeera continues her impressive work in bringing sustainability to affiliates. Now representing the performance marketing team, Sumeera strives to deliver exceptional channel performance against strategic business and commercial objectives across all EU markets.



Thiago Correa

Head of Performance Media | Zenith

Over the past five years, Thiago's achievements include building a team of six UK-focused Facebook buying professionals as well as a multi-global multi-channel performance team spanning paid social, SEO and search. Thiago effortlessly manages a team of 60+ people, 30+ accounts and is responsible for 150m+ of media billings. He is natural leader with an infectious enthusiasm for his work. Over the past year he led the way in cross-channel attribution via ID-based measurement solutions, resulting in a UK first for Zenith.



Tom Wigley

Managing Partner | Performics

In a busy year that saw Publicis Media move all of its agencies to White City, Tom has been significant in redefining Performics' role in the UK. This includes redefining the Performics direct-to-market proposition, building the performance agency's strategic function, and delivering a number of transformative strategies for their global clients. In addition to his role, Tom remains an avid and outspoken ambassador for the performance marketing industry, regularly writing for industry publications and speaking at events.



Tricia Meyer

Executive Director | Performance Marketing Association

As an executive director of the Performance Marketing Association, Tricia continues to combine both legal experience and affiliate marketing knowledge to help grow and promote the organisation and the channel in the US. In particular, she pushed the US case study on the growth of affiliate marketing in a landmark piece of research showing that US advertisers are spending more than \$6bn on activity.



Vanessa Pappas

General Manager, North America, Australia | TikTok

Having previously served as global head of creative insights at YouTube, where she headed up the platform's global creator research and trends, audience development, creative strategy and growth teams, Vanessa has built a solid reputation for growing digital platforms. Now Vanessa oversees content, operations, marketing and the UG and product teams for TikTok, the fastest-growing video platform of 2019.

ONE TO WATCH



Victoria Prince

Client Development Manager | CJ Affiliate

An energetic digital marketing leader with a "can-do" attitude and inquisitive mindset, Victoria has proven her ability to succeed in a fast-paced industry and lead a team to set and accomplish metric-driven goals. Having climbed the ranks within CJ Affiliate US, Victoria now oversees a large portfolio of clients in the travel, retail and finance verticals. In addition, she incorporates her marketing skill set into affiliate strategy to ensure program diversity and larger businesses initiatives for optimum cohesion and impact.

Get Involved

If you would like to contribute to our future features, including nominations for the PerformanceIN 50 2020, be sure to sign up to the [PerformanceIN newsletter](#), or contact: content@performancein.com