

FOR IMMEDIATE RELEASE

## District M Welcomes Adrian Pike as the Company's First Chief Marketing Officer

**Montreal and New York, May 15, 2017** – District M is proud to welcome Adrian Pike as the company's chief marketing officer. District M, which launched in 2013, has experienced rapid growth and recently expanded its team and opened new offices in Toronto and New York. Pike will be charged with driving a proactive marketing strategy that supports the company's growth and builds awareness and engagement within the technology industry across North America.

"I am thrilled that Adrian will be running our marketing team as we continue to expand our team and build new technology offerings," said JF Côté, CEO of District M. "We have benefited from strong growth based mostly on our reputation and innovative technologies during the initial launch of our company. As District M moves into its next stage of evolution, it is important that we reach a broader audience, grow in new markets and launch the next generation of technology solutions."

Pike has more than 20 years of experience in senior management and leadership positions at leading technology companies, including Lightspeed, Atex and Acxiom. During this time, he has helped businesses engage with their audiences to drive revenues and build sustainable growth within new and existing customers through marketing and demand generation strategies. Pike has a reputation as a hands-on, customer driven leader with significant global experience in Fortune 500 through to privately owned organizations.

"This is a highly exciting time to join District M," said Pike. "The business is rapidly growing and I am excited to work with a company that has an innovative technology suite which offers total package solutions that supports the needs of tomorrow's marketplace. As a marketer, this is an amazing opportunity to help build awareness to a global market, and help educate and evolve the industry."

As CMO, Pike will be defining the marketing and demand generation strategy to build a global presence awareness of District M.

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District M's advertising exchange creates an open and transparent marketplace for publishers and advertisers to easily connect and maximize on today's digital advertising demand. A truly trusted partner, District M has served as a monetization partner to 2,500 publishers globally by bringing incremental demand through over 200 unique brand partnerships.

With offices in Montreal, New York and Toronto, District M continues to grow and increase its footprint in the Digital Media industry as a leading partner for all business types. As of today, District M is comprised of more than fifty advertising mavericks who continue to evolve District M technology as a fully customizable, proven programmatic exchange.

**Source :**

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**Information :**

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