

## Executive Bios



### **Simon Mansell**

Two years ago Simon led the team that developed ONE Media Manger(TM), by leveraging the original "Alpha" Facebook advertising API. By combining technology with unparalleled experience, ONE Media Manager has enabled TBG Digital to collaborate with clients to meet their marketing objectives; allowing advertising executives to build, monitor and optimize large-scale ad campaigns on Facebook.

Under Simon's direction, today TBG Digital is one of the largest purchasers of third party Facebook Marketplace inventory across the globe and currently manages campaigns for more than 90 clients in 40 countries. This includes more than 35 U.S. Fortune 500 companies.

Simon Mansell founded TBG Digital in 2001 and has successfully grown the company into a global entity. TBG Digital now has offices in London, Paris, New York, Chicago and San Francisco.



### **Patrick Toland**

Patrick Toland brings to TBG Digital more than twenty years' experience building technology and Internet businesses in a variety of leadership roles, including marketing, business development, and product management.

As US managing director he oversees all aspects of US operations, from new business to marketing and human resources. Patrick joined TBG Digital after ten years as co-founder of Incentive Networks, a company providing highly integrated loyalty solutions in the US and Europe, where he successfully secured and managed both clients as well as 3500+ merchant relationships worldwide. He helped facilitate the successful sale of the company in 2008 to Webloyalty, Inc.



### **Kate Lavender**

As COO for TBG Digital, Kate Lavender is responsible for the smooth running of global operations and building a firm foundation for continued growth.

Kate has spent over 15 years in senior sales, customer service and operations roles within blue chip organisations such as AIRMILES, Sony, AXA PPP Healthcare and lastminute.com. With a reputation built on transforming businesses, Kate's focus is on the careful balance of people, process, purpose and performance to increase customer loyalty, company profitability and business value.



### **Bruno Vannod**

As managing director for France Bruno is responsible for growing operations and growing the existing client base.

Bruno brings more than 10 years experience in online advertising. Prior to TBG, Vannod was a Solution Sales Specialist Director at Microsoft Advertising, France. While at Microsoft he managed numerous product lines and lead world class teams with expertise in premium display, media networks, search, and mobile. Bruno joined Microsoft as part of the successful acquisition of Aquantive in 2008, where he was Managing Director and responsible for the set up and launch of the company's France country office, and its operations. Prior to Aquantive, Bruno was with Advertising.com, where he oversaw the company's business development and operations for France and London.



## **Simon Spaul**

Presently Simon Spaul is continuing in his post as Head of Business Development to expand TBG Digital's European operations. Offices have recently been launched in France and Germany with a key focus on continuing scaling into new markets around the globe.

Additionally Simon spent the last year in the US launching the TBG Digital Inc operation in San Francisco. This was met with great success and now manages campaigns for more than 35 Fortune 500 companies, which quickly led to TBG launching offices in New York and Chicago.

Simon is proud to have spent the last 7 years playing a fundamental part in growing TBG Digital from a small London based agency into what is now a global entity. TBG now handles over 90 clients in 40+ countries.