



Displayce strengthens leadership with three strategic hires and appoints new CRO

London, June 30, 2025 – *Displayce, the pioneering specialist technology suite for Out-of-Home advertising, is strengthening its internal structure with the recruitment of three strategic new profiles and the appointment of its new Chief Revenue Officer. This organisational shift reflects the company's ongoing growth in France and internationally, and follows the departure of Marie Gaestel, co-founder and CRO of Displayce, who will step down on June 30, 2025, to pursue new personal and professional ventures.*

Rémi Boudard, previously VP Sales, will succeed Marie Gaestel as CRO. He now leads all revenue-related functions, overseeing the sales, client services, and trading operations teams. Having joined Displayce two years ago, Rémi has demonstrated strong commercial leadership, international team structuring skills, and a client-focused vision in the programmatic and DOOH space. His deep industry expertise and understanding of business challenges and partnerships position him as a key driver for Displayce's future commercial development.

This transition is part of a broader strategic plan to scale Displayce's international presence, supported by the arrival of three high-level recruits. These appointments will help accelerate the commercial strategy, strengthen partner relationships, and maintain Displayce's high standards in client service and technological innovation:

- **Fabien Couasnon joins as VP Supply in London.** After 7 years at Taboola in London, he now leads Displayce's supply strategy, including DOOH inventory management, media owner and SSP partnerships, and the development of data-driven SaaS solutions. He plays a central role in structuring the supply offer and activating new growth levers internationally.
- **Damien Traclet becomes VP Client Services and is based in Bordeaux.** With nearly 10 years of experience at Google in New York and Paris, where he held partnership and revenue-oriented roles, Damien now leads the Customer Success and Ad Operations teams. His mission is to deliver top-tier client support and operational excellence across all markets, optimising customer relationships, campaign performance, and revenue growth.
- **Denitza Mihaylova joins as Regional Sales Director EMEA in Paris.** With over 15 years of experience in adtech, including at StrikeAd and PubMatic, she now leads local sales teams in France, Belgium, the UK, Spain, and Italy. She is responsible for driving revenue growth, supporting commercial strategy, identifying new business opportunities, and promoting Displayce's media buying platform (DSP) to agencies and brands.

"This management evolution marks a new chapter in Displayce's development, in line with our rapid growth and strong international ambitions. The transition was carefully prepared

with Marie Gaestel, and we're now fully mobilised to accelerate our expansion with a strengthened, experienced, and committed team." says **Laure Malergue, CEO and co-founder of Displayce.**

About Displayce

Displayce is a pioneering specialist technology suite for Out-of-Home advertising, designed to meet the needs of brands, media agencies and media owners, globally. Through its Media Platform (DSP), Displayce connects advertisers and agencies to more than 1,300,000 billboards in 80 countries, offering them the largest DOOH inventory in the world, so they can trade contextualised, cookieless and impactful digital Out-of-Home campaigns. Displayce Data Platform (DMP) centralises, models and activates first and second party data linked to the OOH inventory of media owners, in order to design relevant, high-performance campaign proposals for brands. Founded in 2014 in Bordeaux, Displayce has a physical presence in 8 countries (France, Spain, the United Kingdom, Belgium, Italy, Germany, Brazil and the United Arab Emirates). Since July 2022, JCDecaux has held a majority stake in the structure. www.displayce.com