



Displayce strengthens its presence in Spain and appoints Pedro Muñoz Sánchez as Head of Sales

Madrid, 22 September 2024 - Displayce, a pioneering technology suite and specialist in Out-of-Home, announces the appointment of Pedro Muñoz Sánchez as Head of Sales Spain. Based in Madrid, Pedro joins an existing local team and will play a key role in accelerating Displayce's growth in Spain and positioning its offer as a market reference. Present in the country since 2023, the media buying platform provides access to a local inventory of nearly 9,000 digital screens operated by 23 media owners, including JCDecaux, Clear Channel Spain, Global and Exterior Plus.

Pedro's arrival strengthens this footprint and supports the adoption of programmatic DOOH in the Spanish market. His mission is to drive growth for Displayce's media buying platform in Spain by cultivating key relationships with agencies, media owners and clients, and by leading inter-regional programmatic activations. He reports to Denitza Mihaylova, Regional Sales Director EMEA, and will build on established relationships with several local agencies such as Adsmurai, Mindshare Spain (WPP Media Brand), Labelium and Good Rebels.

With more than 20 years' experience in digital, adtech and advertising, Pedro has held senior roles at Outbrain, TripleLift, HiMedia and AOL. His track record demonstrates strong expertise in building commercial strategies, promoting innovative advertising solutions and forging partnerships with leading brands and agencies.



"I'm delighted to join Displayce and contribute to the rise of programmatic DOOH in Spain. My goal is to build momentum around our media buying platform and create high-value opportunities for our clients and partners," says **Pedro Muñoz Sánchez**.

"Spain is a key market for Displayce, and Pedro brings deep knowledge of its advertising ecosystem. His expertise and network are major assets to consolidate our position and continue our development," adds **Denitza Mihaylova**.

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 1,600,000 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.

Fundada en 2014 en Burdeos, Displayce tiene presencia física en 8 países (Francia, España, Reino Unido, Bélgica, Alemania, Italia, Brasil y Emiratos Árabes Unidos). Desde julio de 2022, JCDecaux posee una participación mayoritaria en la compañía. www.displayce.com

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