

## Seasoned Ad Exec Joins Shopkick as Senior Vice President of Sales

Former Tapad and Turn Executive Added to Executive Roster

**REDWOOD CITY, Calif. – June 6, 2017 --** [Shopkick](#), the leading shopping rewards app that engages people with brands and drives in-store action, today announces Jim Clark as its new Senior Vice President of Sales, based in Shopkick's New York office.

"Jim has a history of driving extraordinary growth. He and I had a great run at Turn, and I'm looking forward to working with him again," said Bill Demas, CEO of Shopkick. "His background aligns well with our mission to provide partners with rich insights and value."

With nearly 15 years in media and advertising, Clark brings experience in cross-device data and programmatic ad sales, as well as a talent for scaling sales organizations. Some of his recent career highlights include:

- **Explosive Growth:** Grew overall revenue 4X and video revenue 20X while at Tapad; grew revenue 36X while at Turn (acquired by Singtel's Amobee)
- **Assisting in M&A:** Played a pivotal role in Tapad's \$360M acquisition by Telenor Inc.
- **Precedent Setting:** Led the first auction-based display and online ad sales team for Right Media (acquired by Yahoo!)

"I'm excited to join Shopkick at this time, with the omnichannel landscape representing a huge growth opportunity", said Clark. "As we head into key shopping seasons such as Back-to-School and quickly transitioning to Holiday, I'm looking forward to helping the team accelerate its already impressive momentum."

In addition to senior roles at Tapad, Turn and Yahoo!, Clark has held sales positions at 24/7 Real Media, SunGard Financial Systems and News Alert. He has a BA in History from St. Lawrence University in New York.

### **About Shopkick, Inc.**

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental foot traffic, visits to shelf, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, GSK, Georgia Pacific, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

### **Press Contacts:**

Katherine Madariaga  
[kat@thekeypr.com](mailto:kat@thekeypr.com)  
(415) 602-4395