

November 9, 2020



## **Kubient Names Ryan Adams Senior Vice President of Partnerships**

**Former Director at Centro, adtech and publishing veteran joins Kubient to drive partnerships with brands, agencies and publishers**

NEW YORK, Nov. 9, 2020 /PRNewswire/ --[Kubient](#) (NasdaqCM: KBNT, KBNTW) ("Kubient" or the "Company"), the cloud advertising marketplace that enables advertisers and publishers to reach, monetize and connect their audiences efficiently and effectively, today announced that Ryan Adams has joined the company as Senior Vice President of Partnerships. Adams brings a wealth of knowledge to the role from his over 20 years as a sales and marketing professional at companies including Centro, a digital marketing solution, where he was the head of Client Direct and Publisher Solutions in the East region.



Adams will serve as a part of the senior leadership team, reporting directly to Kubient Interim CEO, Paul Roberts. He is charged with driving demand-side revenue and supporting supply-side inventory with the ultimate goal of growing partnerships and furthering Kubient's development of relationships with brands, agencies and publishers.

"Ryan is a seasoned industry professional with longstanding connections and deep industry knowledge," added Paul Roberts, Interim CEO and founder. "We're excited for Ryan to bring his passion for success, as well as his experience across media and adtech to the Kubient team that will allow our company to continue to grow."

"Kubient is a cutting-edge company driven by a passionate team of forward-thinking industry experts," explained Ryan Adams. "I'm eager to join my new colleagues and work at a company that is bringing light to industry ad fraud and helping brands optimize their ad operations."

To learn more about Kubient visit [www.kubient.com](http://www.kubient.com).

### **About Kubient**

Kubient is a technology company with a mission to transform the digital advertising industry to audience-based marketing. Kubient's next generation cloud-based infrastructure enables efficient marketplace liquidity for buyers and sellers of digital advertising. The Kubient Audience Cloud is a flexible open marketplace for advertisers and publishers to reach, monetize and connect their audiences. The Company's platform provides a transparent

programmable environment with proprietary artificial intelligence-powered pre-bid ad fraud prevention, and proprietary real-time bidding (RTB) marketplace automation for the digital out of home industry. The Audience Cloud is the solution for brands and publishers that demand transparency and the ability to reach audiences across all channels and ad formats. For additional information, please visit <https://kubient.com>.

## **Forward-Looking Statements**

The information contained herein includes forward-looking statements. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future. The safe harbor for forward-looking statements contained in the Securities Litigation Reform Act of 1995 protects companies from liability for their forward-looking statements if they comply with the requirements of the Act.

## **Kubient Public Relations**

Clarity PR  
Molly Gagnon  
T: 1-401-207-9370  
[molly@clarity.pr](mailto:molly@clarity.pr)

## **Kubient Investor Relations**

Gateway Investor Relations  
Matt Glover and Tom Colton  
T: 1-949-574-3860  
[Kubient@gatewayir.com](mailto:Kubient@gatewayir.com)

© View original content to download multimedia <http://www.prnewswire.com/news-releases/kubient-names-ryan-adams-senior-vice-president-of-partnerships-301168690.html>

SOURCE Kubient