

## travel audience recruits campaign specialist from Facebook

**Berlin, August 25, 2016** – travel audience is actively expanding its campaign management and customer service leadership. On August 1, 2016, Diana Doneit took up the newly created position of Team Lead Campaign Management. She will report to Darren Huntley, Head of Advertising Operations.

As Team Lead Campaign Management, Diana Doneit will head up the team responsible for travel audience's full-service offerings during campaign implementation and deployment.

Doneit is a proven specialist in online advertising. She comes from Facebook, where she accumulated more than six years of account management and customer solutions development experience in positions ranging from specialist in ad operations to a recent stint as manager of client solutions for the Germany-Austria-Switzerland team. Before that, she held various sales positions in companies in the Netherlands and Canada. She earned a Master of Science in International Business from Maastricht University and a Bachelor of Arts from the Dresden University of Applied Sciences.

"travel audience is growing strong. We are bringing in new customers and increasing our foothold with existing customers. That requires expansions in our management team," said travel audience CEO Alexander Trieb. "As Facebook is becoming more and more important in programmatic advertising and in our campaign mix, we are very happy to get a manager like Diana Doneit, who learned the advertising operations business at Facebook. Her international experience and expertise in the mobile business are a great fit with the high standards of travel audience. Plus, she gained her experience during a period of major expansion, experiencing how Facebook went from 1,000 to 14,000 employees."

"Even after five years, travel audience is still working with that straightforward, motivated start-up spirit. But what a start-up: Its customers include more than a dozen airlines and the major players in the international travel industry. It is also connected to the data and resources of Amadeus. Without a doubt, travel audience has

enormous growth potential. I would like to help write this success story," says Diana Doneit. "I am impressed by the professional way travel audience is expanding across borders and how international the Berlin office is. The current 70 or so employees come from more than 20 different countries."

## About travel audience

travel audience is the first full-service Demand-Side-Platform (DSP) built specifically for the travel industry. The company offers advertisers to target online travelers via its high-quality premium publisher network, next to a wide selection of well-known publishing houses via Real-Time-Bidding.

Airlines, hospitality groups and destination marketing organizations rely on the company's proprietary Performance-Marketing-Platform. Its technology allows the dynamic display of up-to-date offers in a scalable and target specific fashion, reaching various segments of in-market travelers.

travel audience was founded as a joint venture between MairDumont and Traveltainment and is now a wholly-owned subsidiary of Amadeus IT Group, a leading provider of advanced technology solutions for the global travel industry.

## Press contact:

travel audience GmbH – an Amadeus Company

[www.travelaudience.com](http://www.travelaudience.com)

c/o Andreas Kurtz

Telefon: +49 30 530 230 6-12

E-Mail: [a.kurtz@travelaudience.com](mailto:a.kurtz@travelaudience.com)