

July 18, 2019

**APEX Mobile Media expands its staff roster with the hiring of a new Senior Account Executive and Marketing Manager.**

**Toronto, ON, July 18 , 2019** – APEX Mobile Media continues to grow its Toronto office in an effort to continue providing dedicated expertise in mobile advertising to new and existing clients in Canada. Shirah Biderman, an industry veteran with expertise in custom content and a passion for data and analytics, has been brought on as the new Sr. Sales Account Executive. Shirah is the former Sr. Account Director at Jones Media and is currently studying AI with MIT.

Chris Lombardi, President and Co-Founder at APEX Mobile Media, believes that having staff that is knowledgeable in data and analytics will help push APEX even further as an industry leader.

“Successful modern advertising requires that you have a team that knows and understands marketing, advertising and how the data that fuels it works. Having experienced and knowledgeable staff further enables us at APEX to guide clients through all steps of the mobile advertising process.”

Carlos R. Guevara also joins APEX as the new Marketing Manager. His last 8 years were spent leading Marketing and Digital Marketing efforts in CX technology. His portfolio includes marketing products and services that are driven by machine learning and artificial intelligence for companies such Informatica, who are world leaders in enterprise cloud data management.

Carlos’ focus will be on educating and engaging brands and agencies throughout the client journey and to increase APEX’s market share across Canada.

“I want brands and marketers to get into a mobile first mindset and go beyond just thinking about in-app mobile advertising as a way to get noticed, but to also get them to start thinking about all the other insights that mobile and location data can provide and how they can use this to scale advertising efforts to better capitalize and grow.”

### **About APEX Mobile Media**

APEX Mobile Media is a leading mobile marketing solution company. APEX Mobile Media is focused on partnering with the world’s leading mobile ad technology companies and mobile app publishers to deliver unparalleled end-to-end mobile marketing solutions for our clients. Our commitment to working only with premium app publishers and tech companies allows APEX to offer our clients a premium and transparent mobile experience.

Visit APEX Mobile Media at: [www.apexmobilemedia.com](http://www.apexmobilemedia.com)

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