



## Nexxen Appoints Gretchen Johnson as Chief People Officer

January 30, 2024

**Centered on elevating culture and talent development, Johnson's hire signals a new phase of strategic growth for the company and its employees**

NEW YORK, Jan. 30, 2024 (GLOBE NEWSWIRE) -- Nexxen, a global, unified advertising technology platform with deep expertise in video and Connected TV ("CTV"), today announced the appointment of Gretchen Johnson as Chief People Officer. In the role, Johnson will lead Nexxen's Human Resources and Talent Acquisition teams, focusing on culture and employee development to ensure the company continues to hire and retain best-in-class talent.

Previously, Johnson served as Chief People Officer at Siprocal, a gaming distribution, monetization and engagement platform. She also holds prior experience in the advertising technology sphere, as Senior Vice President, Human Resources Director at Aegis Media, acquired by Dentsu; and Vice President and Group Director of Talent Management at Digitas, the integrated marketing services brand within Publicis Groupe.

"We are thrilled to welcome Gretchen Johnson to our team," said Ofer Druker, Chief Executive Officer at Nexxen. "The breadth and depth of her knowledge in orchestrating high-value human resources initiatives will enable us to align our people and organization with our commercial strategy and execution. Nexxen is the sum of our most valuable assets – our people – and through culture and employee development, Gretchen will help usher our organization into a new stage of growth."

"This is an exciting time to join Nexxen, with its customer-centric culture where both talent and innovation thrive," said Gretchen Johnson, Chief People Officer at Nexxen. "I look forward to working closely with the teams here to ensure these values are elevated through strategic HR initiatives."

### **About Nexxen**

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize video and Connected TV in the ways that are most meaningful to them. Comprised of a demand-side platform (DSP), supply-side platform (SSP), ad server and data management platform (DMP), Nexxen delivers a flexible and unified technology stack with advanced and exclusive data at its core. Our robust capabilities span discovery, planning, activation, measurement and optimization – available individually or in combination – all designed to enable our partners to reach their goals, no matter how far-reaching or hyper niche they may be. For more information, visit [www.nexxen.com](http://www.nexxen.com)

Nexxen is headquartered in Israel and maintains offices throughout the United States, Canada, Europe and Asia-Pacific, and is traded on the London Stock Exchange (AIM: NEXN) and NASDAQ (NEXN).

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### **Forward Looking Statements**

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as "anticipates," "believes," "expects," "intends," "may," "can," "will," "estimates," and other similar expressions. However, these words are not the only way Nexxen identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding our employees, talent base, tech stack, products, any other offerings of Nexxen and any other subsidiaries or affiliates and any benefits thereof. These statements are neither promises nor guarantees and involve known and unknown risks, uncertainties. Nexxen cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in the company's most recent Annual Report on Form 20-F, which was filed with the U.S. Securities and Exchange Commission ([www.sec.gov](http://www.sec.gov)) on March 7, 2023. Any forward-looking statements made by us in this press release speak only as of the date of this press release, and we do not intend to update these forward-looking statements after the date of this press release, except as required by law.