

## **YOU & MR JONES HIRES AMAZON HEAD OF GLOBAL AGENCY PARTNERSHIPS, VIRGINIE DOUIN, TO LEAD E-COMMERCE AT THE BRANDTECH GROUP**

Role will include leading enterprise-level partnerships and M&A with over US \$100MM to deploy

**New York, New York, July 8, 2021:** You & Mr Jones, the fast-growing global brandtech group, has hired Virginie Douin, Amazon's head of global agency partnerships. Douin joins as partner and will lead expansion and acceleration of the group's e-commerce offering, including enterprise-level partnerships.

Douin is based in New York City where she moved to in 2017 to take charge of Amazon's agency partnerships globally. There, she led Amazon's e-commerce and sponsored ads partnerships across advertising holding companies and consultancies worldwide, launching and managing a global team. Douin first joined Amazon Advertising in 2014, initially based in France, where she started the agency and programmatic sales teams across France, Spain and Italy, and designed and developed the first commercial agreements between Amazon and agencies.

At You & Mr Jones, she is the latest to join the growing partner line-up as the group experiences exponential demand for its tech-enabled services, including integrated and connected e-commerce. She will lead the group's fast-growing e-commerce practice, including overseeing M&A strategy (with more than US \$100MM to deploy on acquisitions), leading group relationships with e-commerce platforms, overseeing cross-group integration, and being a key resource for the company's clients.

Douin's key achievements at Amazon include creating and executing the E-commerce Acceleration Program (EAP), a partner program aimed at developing e-commerce capabilities, leveraging Amazon's API and AdTech integrations across brands, large agencies and consultancies. She also drove adoption of the most popular Amazon self-service ad solution available: Sponsored Ads (the keyword-targeted ads that appear in searches on Amazon) and she was a driving force behind Amazon's strategic partner programs such as the Amazon Sales Partner program and Partner Network.

Moreover, a passionate DEI advocate, Douin launched Amazon's agency and adtech DEI taskforce. She was listed in 'The Top Executives Leading Amazon Advertising' in 2020 and 2021 by Business Insider. Overall, Douin has spent more than 20 years in digital solutions, with senior roles at Unruly and Orange, among others.

The pandemic has accelerated the use of e-commerce, and You & Mr Jones foresees this as a lasting trend. It's estimated that online sales increased more than 32% in 2020, or more than double the annual growth in 2019\*. As people rely more on e-commerce, brands are accelerating the development of their e-commerce presence and it's expected that USD \$80BN will shift from physical, retail-centric media to digital channels, representing a 10% change in marketing spend allocation.

You & Mr Jones currently delivers integrated and connected e-commerce solutions, including social commerce and livestreaming, for major companies including Unilever, Adidas, Bayer, and Danone. Yves Le Breton, formerly global e-retail development director at Revlon, joined group company Oliver as global e-commerce client director last year.

You & Mr Jones, owner of companies including Oliver, the global market leader in in-housing, 55, Gravity Road, Mobkoi, Blood, and Collectively, had an exceptional 2020 with +27.1 percent net revenue organic growth for the year. The group started 2021 with even greater momentum, announcing net revenue organic growth of 34.3 percent in Q1, significantly outperforming the traditional legacy ad holding companies, which posted Q1 net revenue organic growth figures of between -1.8 percent and +3.8 percent, and the other new model brandtech groups. You & Mr Jones raised a further \$260MM at a \$1.36BN valuation in 2020.

You & Mr Jones partner, Virginie Douin, says: "I'm excited to join such a fast-growing and innovative company, and such a talented group of people: e-commerce is absolutely central to the future of marketing and the

group David and team are building is uniquely well-placed to maximize brands' success with the increasingly large number of people shopping online. As the world's first Brandtech group, You & Mr Jones has the opportunity to develop best-in-class services around e-commerce, bringing together a unique combination of tech, content, media and data, which will empower brands to implement full-funnel approaches inclusive of e-commerce, rather than treating e-commerce as a separate channel from their upper funnel strategy."

You & Mr Jones founder, David Jones, says: "We are obsessive about having both the best technology and the best talent. Virginie is an exceptional talent who joins us from one of the leading global technology companies and who brings with her the unique expertise she's learned inside the world's largest online retailer. I'm thrilled she's joined the group and even more excited to introduce her to our clients."

Douin is the latest senior hire for You & Mr Jones, which recently appointed Integral Ad Science founder Will Luttrell as partner and Chief Technology Officer. In April this year the group launched You & Mr Jones Media, led by founding partner, former Mindshare Global CEO Nick Emery. This new division is set to deploy a US \$300 million war chest to build a totally new media model for brands by putting them back in control of their media, putting it at the heart of their businesses, and empowering them through transparency, technology, and in-housing.

Douin begins her new role immediately.

**ENDS**

\*source: eMarketer

#### About You & Mr Jones

You & Mr Jones is the world's first Brandtech group. Its mission is to help businesses do their marketing better, faster and cheaper using technology.

It was founded in June 2015 by former Havas Global CEO and Facebook Client Council founding member, David Jones. You & Mr Jones sits at the intersection of the dramatic growth in mobile, a tech revolution that has empowered people to create, produce and share unprecedented amounts of content, the impact of AI, AR, and blockchain, and frustrated global companies looking for brand- and tech-literate partners.

Group clients include Adidas, Banco Itaú, Danone, Facebook, Intuit, LVMH, Microsoft, Renault-Nissan, PayPal, and Unilever.

You & Mr Jones is headquartered in New York and has offices in 40 countries & over 50 cities including Amsterdam, Bangalore, Bangkok, Bogota, Boston, Cape Town, Dubai, Geneva, Hong Kong, Istanbul, Jakarta, London, Los Angeles, Manila, Mexico City, Mumbai, Paris, San Francisco, Sao Paulo, Seoul, Shanghai, Shenzhen, Singapore, Sydney, Tokyo & Toronto.

You & Mr Jones was named one of The World's Most Innovative Companies 2021 by Fast Company.

<http://www.youandmrjones.com>