



- FOR IMMEDIATE RELEASE -

Outbrain Director of Business Development Joins Crowdynews

GRONINGEN, The Netherlands – August 22, 2013 - Crowdynews, the leading social media curation platform, today announced it has hired Pepijn Groeneveld as director of Business Development for the European region. Groeneveld's deep industry expertise in building (online) networks and complex business development will help Crowdynews expand its geographical reach.

"Our expansion globally is happening at top speed, and we need a strong leader who can take the reins and drive us forward," said Jeroen Zanen, CCO and co-founder at Crowdynews. "Pepijn, having honed his skills at Outbrain, has the perfect experience to accomplish our aggressive growth goals in the European region this year. We are pleased he chose to join the Crowdynews team."

Groeneveld has over twelve years of experience in content and media businesses. He comes to Crowdynews from Outbrain, where he served as director Business Development for the Benelux region. During his time at Outbrain, Groeneveld grew the Benelux region to the largest content marketing platform with over 25 publishers. He also worked at Webads, where he was responsible for the publishers ad network in The Netherlands.

Groeneveld will be based in Crowdynews' office in Groningen. He will be responsible for growing Crowdynews across Europe, helping publishers complement their content with relevant social media feeds and expanding the team to meet increased product and service demands from customers.

"The merger of traditional media and social media content is the future of publishing," said Pepijn Groeneveld. "Crowdynews is the only company today making this merger easy and profitable for all sides. I joined this exciting company to be on the forefront of this new era in publishing."

“Having someone of Pepijn’s caliber and experience join us is a big win for Crowdynews,” said Edwin Kuipers, CEO & founder of Crowdynews. “While the Crowdynews platform is a breakthrough technology, it’s our top-notch employees who are the backbone of our success. We choose our team carefully and Pepijn brings the perfect blend of hard-working ambition and energetic fun that we look for in the Crowdynews culture.”

About Crowdynews

Founded in 2010, Crowdynews is headquartered in Groningen, the Netherlands. Crowdynews is a platform that gathers and filters relevant social media content and posts it in real-time next to topical, popular stories. The service provides publishing organizations with new revenue streams and augments content with social media sources such as Twitter, Facebook, YouTube, Instagram and Vimeo. For more information, visit www.crowdynews.com.

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