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Didomi appoints VP Sales EMEA and Chief Privacy Officer, bolstering its executive team

Paris - November 25th, 2021. In order to support its strong growth globally, Didomi is pleased to announce the hiring of Jérôme Cohen as VP Sales EMEA, and Thomas Adhumeau as Chief Privacy Officer. These positions contribute to the structuring of the company's senior management team, to meet Didomi's high demand and growth expectations both in Europe and the United States. Co-founder Raphaël Boukris becomes CRO.

Appointment of Jérôme Cohen as VP Sales EMEA, co-founder Raphaël Boukris becomes CRO



With a degree in economics from University Paris Sud, Jérôme Cohen began his career developing the Japanese market for a major electronics company, then creating his own consulting firm specialized in helping French companies expand into the Chinese market.

In 2009, he contributed to the strong development of the publisher Oodrive, before joining LinkedIn France in 2014 to create the public sector vertical. Then, he progressed to the position of Regional VP of Sales at Avature, a publisher of HR solutions, where his mission was to create and develop the French office, from 2018 to 2021.

Within Didomi, Jérôme Cohen heads the EMEA sales team in order to meet the strong demand from European companies for consent and preference management solutions. Jérôme's arrival means that former VP Sales & co-founder Raphaël Boukris will rise to the position of Chief Revenue Officer (CRO), a position dedicated to replicating Didomi's strong development in Europe on the other side of the Atlantic, in Latin America, the United States and Canada.

Nomination of Thomas Adhumeau as Chief Privacy Officer



Thomas Adhumeau holds a Master's degree in digital law (University Paris 1 Panthéon-Sorbonne) and was admitted to the Paris Bar in 2011. Over the past ten years, he has worked in several law firms (Bensoussan, White & Case, Taylor Wessing) before joining the corporate world in 2016.

He then joined AppNexus, ensuring GDPR compliance while providing legal support for the EMEA region. After the acquisition of AppNexus by AT&T, he joined S4M as General Counsel, helping the company structure its legal department and contributing to GDPR & CCPA compliance strategy.

At Didomi, he will be responsible for supporting internal and external teams in the implementation of their compliance programs and contributing to the continuous improvement and evolution of the Didomi products in a world of increasing regulations. He will participate in numerous industry working groups, both in France and abroad, and structure Didomi's communication on privacy matters.

A complementary executive team to support Didomi's growth

Jérôme and Thomas complete an already exceptional & well-structured executive team. In addition to the three co-founders, Romain Gauthier (CEO), Jawad Stouli (CTO) and Raphaël Boukris (CRO), the team is composed of Sandra Demol (HR Manager), Charlotte Perrin (Customer Success Director & DPO), Antonio Anguiano (VP Product) and Yannig Roth (VP Marketing).

Didomi is a B2B SaaS company providing consent and preference management solutions to businesses, with the aim of protecting end-user data rights and ensuring company compliance with data legislation. Didomi recently raised USD 40M in Series B to expand in Europe and the United States. The company, based in Paris with offices in Madrid, Berlin and New York, employs over 100 people worldwide.

ABOUT DIDOMI

Didomi builds technology that allows organizations to place customer consent at the core of their strategy. By making consent and preferences easily accessible, companies benefit from compliant customer data while seeing higher engagement and increased user trust. Consumers, on their side, are free to choose what data to share and how to stay connected to their favorite brands across touchpoints. Our products include a globally

adopted Consent Management Platform (CMP), which collects billions of consents every month, a highly popular Preference Management Platform (PMP), and a powerful suite of bespoke solutions to build better consent and preference management. Find out more at www.didomi.io.

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