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## Didomi accelerates expansion in North America with appointment of Leadership Team and presence at IAPP Global Privacy Summit



DIDOMI

***New York - April 8th 2022. Didomi, a leading privacy player specialized in consent and preference management solutions, is happy to announce the appointment of three key executive hires in product, marketing and sales. The expansion into North America marks a milestone in the growth of Didomi, already strongly established in Europe, which seeks to help companies make privacy work for businesses and consumers alike. The team will be present at the IAPP Global Privacy Summit in Washington DC from April 11th to 13th.***

After [raising USD 40M in 2021](#), with the clear ambition to expand across the Atlantic, the European privacy tech company Didomi is happy to announce the appointment of Chris Beirne as VP, Jeff Wheeler as Head of Product, and Lila Huizenga as Head of Marketing in North America.

These positions contribute to the structuring of the company's North American management team and lay the foundation for Didomi's expansion across the Atlantic. The newly appointed team will be working closely with Jawad Stouli, co-founder and CTO of Didomi, President of Didomi Inc. (US subsidiary), in building world-class privacy solutions for the North American markets.

Didomi's major US clients already include Giphy, Ultimate Kronos Group (UKG) or Tron TV.

## Appointment of Chris Beirne as Vice President of North America



Chris Beirne brings over 15 years of experience in sales, service and operations of SaaS privacy compliance tools, identity resolution, and media services, most recently as the Chief Operating Officer at ICONS. Prior to this, Chris held leadership positions at Throtle and Experian and led Global Sales & Customer Success for Evidon/Ghostery's privacy compliance solutions. Chris is responsible for leading the development and growth of Didomi's commercial activities in the Americas. He will be working under the leadership of Raphaël Boukris, co-founder and CRO of Didomi.

*"Didomi already has a fantastic reputation in Europe, and I am excited to help lead and grow Didomi's presence in North America! I can't wait to show how Didomi can help North American brands to cultivate closer relationships with their customers through upfront transparency, fostering trust, and by offering a best-in-class user experience."*

— Chris Beirne, Vice President of North America

## Jeff Wheeler joins as Head of Product in North America



Jeff Wheeler, a veteran in the privacy space, joins the Didomi North American leadership team to lead the development of consent and preference solutions that comply with US state as well as international data privacy regulations. Jeff has been instrumental in building Consent Management as well as Vendor and Data Discovery solutions for hundreds of enterprise and Fortune 500 customers during his time at Ghostery, Evidon, Crownpeak, and WireWheel, helping meet each of their unique needs. Jeff joins the team of Antonio Anguiano, Vice-President of Product at Didomi.

*“I am thrilled to join Didomi, a company which already has such strong roots in privacy and make ourselves known as the global powerhouse in privacy and consent. I am excited to build technology that allows organizations to place customer consent at the core of their strategy and to forge new partnerships with data privacy leaders in the US and Canada.”*

— Jeff Wheeler, Head of Product in North America

## Lila Huizenga joins as Head of Marketing in North America



Didomi's marketing team is excited to welcome Lila Huizenga in the newly-created position of Head of Marketing. Her expertise in marketing strategy, analytics, and public relations will help position Didomi as the leader in consent & preference management in North America.

*"With the growing legislative and consumer focus on consent and data privacy in North America, I'm exhilarated to join the Didomi team during such an exciting time. "*

— Lila Huizenga, Head of Marketing in North America

Lila comes to Didomi with nine years of marketing experience in the publishing industry, most recently at John Wiley & Sons. In her role at Didomi, Lila will be responsible for leading the marketing initiatives, communications, and public relations for Didomi in North America, working closely with Yannig Roth, Vice-President of Marketing of Didomi.

## Didomi will be present at IAPP Global Privacy Summit in Washington DC

On April 11th through the 13th, Didomi's team will be participating in the IAPP Global Privacy Summit, one of the world's premier privacy and data protection conferences that will cover international topics around privacy, compliance, policy and strategy.

North American privacy professionals will be able to discover the company's product and solutions offering: its globally adopted Consent Management Platform (CMP), its unique Preference Management Platform (PMP), as well as its Vendor Performance Management Platform, the [recently acquired company Agnostik](#).

You can meet them at **Didoimi's booth #203**.

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### 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](http://www.didomi.io).

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