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## Press Release

# Jan Brockmann joins the Management Team of metapeople Germany, part of NetBooster Group

**metapeople Germany**, subsidiary of **NetBooster Group (FR0000079683 – ALNBT – PEA-PME eligible)**, a leading independent international agency in digital performance marketing, appoints **Jan Brockmann** as joint Managing Director.

**Jan Brockmann** joins metapeople's existing management team in the Duisburg office, having started with metapeople in 2008 and successfully undertaking numerous senior roles, including Head of Search Engine Advertising (SEA) and Director of Operations.

Jan will be responsible for strengthening the German agency's structure for scalable future growth and further developing operational collaboration with the wider Group - in line with increased client demand for international delivery. He will also be managing the SEA and Paid Media teams and will be responsible for the development of in house software related to all Paid Media channels.

The German Management team's expansion is the result of consistent and accelerated growth for this arm of NetBooster Group, with metapeople attracting an increasing number of major international new clients looking for cross-channel digital performance strategy experts.

**Julius Ewig, Managing Director of metapeople Germany**, explains: *"Jan has a track record of doing astonishing work and brings years of operational experience and knowledge to the German management team. Germany is a key market for NetBooster Group and I'm confident that Jan is the perfect person to enhance our clients' results and accelerate metapeople development, in Germany and outside."*

*"I'm very proud to join the management team for metapeople Germany and look forward to driving an already successful company forward in the German market. Our media teams are now fully integrated to facilitate and accelerate the implementation of cross-channel and cross territory projects; support our clients in their development and ensure they stay at the forefront of their industry."* commented **Jan Brockmann**.

metapeople was listed as the third largest agency for performance marketing in 2016 in Germany, with more than 170 employees and 148 million Euros in sales.

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**About NetBooster Group | [www.netbooster.com](http://www.netbooster.com)**

NetBooster is a leading independent international agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.). Shares in NetBooster are traded on Alternext Paris.

**About metapeople GmbH | [www.metapeople.com](http://www.metapeople.com)**

As an agency for effective performance marketing metapeople GmbH provides premium solutions for Affiliate, Display Media, SEA, SEO, Social Media, Data & Analytics as well as Consulting and Tracking from a single source. metapeople has been operating for more than 18 years and +25 locations worldwide. Since May 2011 metapeople works together with the affiliate- brand metaapes, who were founded 2004 and with NetBooster. Thus they can realise best quality for their customers in all major European markets.

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