

Media Initiatives Group signs Tadier

Media Initiatives Group, the owner of ad networks eType and Accelerator, has appointed Vanessa Tadier as strategic development director to drive the group's growth in Europe.

Tadier will be based in London and will be responsible for both organic growth and acquisitions in Europe.

Alan Greany, founder and director of Media Initiatives Group, said Tadier "has a comprehensive working knowledge of the UK and European markets. Vanessa will, therefore, play a key role in the expansion of MIG into Europe."

Most recently, Tadier was sales director EMEA for digital technology firm DoubleClick, where she worked for both publisher and agency clients. She has also held senior sales roles at online and offline brands including Miva and Experian.

Her appointment follows the launch of eType USA, which introduced the eType and Accelerator networks to the US market, with offices in both New York and LA.

A spokesperson for the group said the European expansion was aimed at better serving those clients with an existing presence in Europe that are looking to receive the same level of representation as they do in the UK.