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Strengthening Technology Expertise in the Video and Broadcaster Segment: Branislava Vukovic Becomes CTO at Yieldlab

Hamburg, May 12th, 2022. Hamburg-based programmatic advertising specialist [Yieldlab](#) has a new CTO. Since May 1st, Branislava Vukovic has been heading the Technology Team of the adtech provider, which is part of the [Virtual Minds Group](#), and in this role has followed Benjamin Hanzelmann, who left the company at the start of the year. In her new position, Vukovic, who has joined from the Dutch media company Talpa Network, is tasked with the further expansion of omnichannel programmatic technology for premium publishers as well as supply-side-driven platform innovations for the new Virtual Minds [Media Manager](#) and reports to Dirk von Borstel, CEO Yieldlab and Managing Director of Virtual Minds.

Branislava (“Brana”) Vukovic (46) is one of the most recognized tech experts in the European digital market. A native of Serbia who graduated in theoretical and applied mathematics from the University of Belgrade, she has been working in the application-oriented design, development and optimization of innovative digital technologies and data solutions for the media market for about 15 years. Her international career has included specialist roles in software development and technology platform management for consultancies and solution providers such as Complus and PSTech (now Endava), as well as leadership roles in data modeling and portal development (SpilGames) and privacy-compliant technology solutions (Coolblue). Most recently at Talpa Network, Vukovic was responsible for the development, project management and operation of digital video and audio streaming solutions and websites for the 17 broadcasters (TV and radio) that are currently part of the network. This included the creation of uniform technologies and cross-publisher layout standards.

At Yieldlab, Vukovic will focus primarily on platform strategy, technology scouting and partner management, and the advancement of standards and performance metrics, working closely with the CTOs of Yieldlab’s sister companies [Adition Technologies](#) and [The ADEX](#), as well as Virtual Minds CTO Tom Peruzzi.

“I am very pleased that with Brana Vukovic, for the first time a woman is taking the helm of Yieldlab’s technology division,” says Dirk von Borstel, CEO Yieldlab. “Brana has an excellent track record in tech and extensive expertise in scaling innovative technologies in the publisher and broadcaster space. With her first-class technology know-how, international background and many years of experience in leading interdisciplinary teams, she will contribute significantly to the further growth of Yieldlab and to the further strengthening of our market position in Europe.”

About Yieldlab

Yieldlab is the leading Supply-Side Platform (SSP) in the premium publisher segment and stands for further development and growth alongside the top media brands in Europe. With Yieldlab’s



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proprietary YRD technology for yield optimization and programmatic advertising, publishers can monetize their entire media inventory across all digital channels bundled on one platform, automated in real time. This way, Yieldlab can make media offers and advertising campaigns commercially successful.

As a German company, Yieldlab places great emphasis on security and service. This is why, in addition to the service and consulting team, Yieldlab's development center and group-owned data centers are also located on site in Germany. Hence the Yieldlab platform functions as the basis for secure and efficient relationships between buyers and sellers.

Yieldlab GmbH is a 100% subsidiary of the Virtual Minds Group, which belongs to ProSiebenSat.1 Media SE.

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