

Joanne Joynson-Hewlett is Pocketmath's new CEO

Programmatic advertising and audience network solutions provider Pocketmath has promoted Joanne Joynson-Hewlett from chief financial officer to chief executive officer. Joynson-Hewlett joined Pocketmath as CFO in 2014 and has managed capital investment, internal finance and other duties.

She is a seasoned adtech executive with 15 years' experience in managing and optimising companies' abilities to balance profits and growth within the fast-paced advertising and technology sectors.

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