NEWS RELEASE

MNTN Taps Former Mediaocean Executive, Fraser Woollard, to Lead Data Partnership Strategy, Accelerating MNTN's Product Roadmap

2025-10-09

Woollard will lead the expansion of MNTN's Performance Graph, deepening technology partnerships to make the MNTN Performance TV platform even more efficient and effective.

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), the technology platform that brings performance marketing to Connected TV, today announced the appointment of Fraser Woollard as Head of Business Development and Data Partnerships.

In this role, Woollard will lead global business development initiatives focused on expanding MNTN's ecosystem of data and technology partnerships – critical components that support the company's AI-driven performance marketing platform and its proprietary Performance Graph.

Woollard brings over 25 years of experience in the advertising technology industry. Most recently, he served as Global Head of Business Development at Mediaocean, where he managed the company's largest global partnerships and launched the Connect partner program, driving more than 200 strategic integrations across the media landscape. At MNTN, he will apply that experience to expand relationships that strengthen the company's data capabilities, accelerate innovation, and support its upcoming product roadmap.

"Fraser's appointment reflects the momentum we're seeing across Connected TV," said Mark Douglas, President & CEO of MNTN. "As advertisers continue shifting budgets to CTV, we're scaling our partnerships to meet that demand and strengthen the foundation that powers our performance platform. Fraser's track record of driving global

growth makes him the perfect leader to take this effort forward."

"MNTN has created the market for performance advertising on television, and I'm excited to expand the partnerships that make that possible," said Fraser Woollard, Head of Business Development and Data Partnerships at MNTN. "My focus will be on growing our network of global data and technology partners to give advertisers richer insights, better targeting, and ultimately greater performance. MNTN is redefining how brands measure success on TV, and I'm thrilled to help drive that next phase of growth."

Woollard's addition further positions MNTN to capitalize on the explosive growth of Connected TV as a performance marketing channel. His leadership will play a central role in scaling MNTN's business development operations globally and expanding the data-driven foundation behind the company's Performance TV platform. As MNTN continues to attract major brands and agencies seeking measurable outcomes from television advertising, Woollard's experience building large-scale strategic alliances will be key to driving sustained revenue growth and reinforcing MNTN's leadership in the CTV market.

About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN was named one of Fast Company's Most Innovative Companies and Next Big Things in Tech and was recently featured on the cover of INC's Best in Business Issue.

View source version on **businesswire.com**: **https://www.businesswire.com/news/home/20251009111407/en/**

press@mountain.com

Source: MNTN, Inc.