



Global Online Ad Network, CPX Interactive, Names New CFO with Significant International Agency Experience

Online ad network, CPX Interactive, names former Ogilvy Senior Partner and CFO, Nicholas Rey, as their new Chief Financial Officer - keeping in line with their global footprint expansion plan.

Westbury, NY, October 15, 2008 --(PR.com)-- Nicholas Rey has joined CPX Interactive as the online ad network's new Chief Financial Officer. CPX Interactive looks forward to leveraging Nicholas Rey's extensive experience in global expansion and internal process consolidation, as the company enters their next level of growth, planned for 2009 and beyond.

A senior financial executive with significant corporate experience in both domestic U.S. and diverse international markets (Europe, Asia Pacific and Latin America), predominantly in the professional services industry, Rey brings extensive experience in strategic re-organization, ongoing financial management, mergers, acquisitions and integrations. During his fifteen years with Grey Group, Nicholas Rey spent many years as CFO for the media powerhouse's global offices and regions, including coordinating operations throughout Europe and Asia. More recently, Rey has headed financial operations for Euro RSCG Worldwide and Futurebrand - Interpublic Group, and served as Senior Partner and CFO for Ogilvy's New York operations.

“We couldn't be more thrilled to have [Nicholas Rey](#) join us as we engage this exciting crossroads in CPX Interactive's tremendous growth,” states CPX CEO, [Mike Seiman](#). “We have been focusing on assembling a world class management team. Having the opportunity to put Nicholas in charge of unifying our strategic initiatives as we prepare to deliver on the promise of a truly global [online ad network](#), exemplifies our commitment to this goal.”

CPX Interactive's President and COO, Rob Rasko, echoes Mike Seiman's enthusiasm. “As we focus on building and integrating a global network of offices, Nic's 'hands-on' experience in integrating international groups will be a tremendous help to us. We're excited to have him onboard.”

For his part, Rey explains, “When I began speaking with the team at CPX Interactive, it immediately became clear how inline their needs are with the experience I bring to the table, from developing tools to make sure finance is inline with growth strategies to creating new metrics that are relevant and appropriate for the integration of different practice groups. And, of course, to be able to lend my experience to such an exciting and well placed company is tremendously gratifying.”

The New York based online ad network has recently opened offices in Milan and Madrid, and has plans to add an office in Istanbul in the near future.

About [CPX Interactive](#)

As a progressive online ad network and global marketing company, CPX Interactive is redefining the online advertising landscape. By layering the development and execution of cutting edge online strategies on top of its own global distribution model, CPX Interactive ensures advertisers success on any metric,



while efficiently monetizing 100% of its publishers' inventory - from premium to remnant.

CPX Interactive delivers more than 27 billion impressions to more than 200 million unique users in more than 60 countries every month, and has recently been named #71 on Inc. Magazine's list of the 5000 fastest growing private companies in America.

www.cpxinteractive.com

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