



## SponsorPay Strengthens US Presence, Appoints Dave Westin SVP And GM Of SponsorPay Inc.

Berlin, GERMANY / San Francisco, CA, USA (August 15, 2011) – SponsorPay, the leading international social advertising platform, is expanding its US presence. Today, the company announced the appointment of Dave Westin as US-based SVP and General Manager, along with the foundation of SponsorPay Inc.

“We are very happy to have Dave join us. He has extensive experience in the industry, a proven track record and is exceptionally well connected. He will lead our successful US team, expand our San Francisco offices as well as further develop our advertiser and publisher relations in the US,” said Andreas Bodczek, CEO and co-founder at SponsorPay.

SponsorPay has achieved [excellent results in the US](#), especially in the first half of this year. Westin’s primary responsibility will be to continue to grow the company’s US footprint by driving sales and business development activities. Prior to SponsorPay, he was VP Sales at Gambit and later held the same role at SupersonicAds, where he led publisher business development. For both these offer-based payment companies, he played a pivotal role in increasing sales and also supervised strategic expansion efforts.

Overseeing SponsorPay’s American operations comes as a logical progression for Westin. “SponsorPay is twice as big as any competitor internationally, has the broadest product portfolio and is known for excellent account management,” commented Westin. “I’m excited about this opportunity and look forward to playing a key role in taking the company to the next level.”

“We’ve experienced one and a half years of fast-paced growth in the US market by building strong partnerships. With Dave on board, we anticipate capturing even greater market share,” said Janis Zech, CRO and co-founder at SponsorPay.



## About SponsorPay

SponsorPay ([www.sponsorpay.com](http://www.sponsorpay.com)) is the European market leader in the field of virtual currency monetization for online games, social apps, virtual worlds and social networks. The company's innovative ad-funded payment solution gives online users access to virtual currency or premium features through participation in targeted advertising offers.

SponsorPay works with thousands of partners including leading publishers Disney (Playdom), Ubisoft, Bigpoint, 6waves, Perfect World and IMVU on platforms such as Facebook, MySpace, Netlog and VZnet, as well as renowned advertisers such as Procter & Gamble, Vodafone, Skype, Starbucks, Adobe and Disney.

The company's commitment to a localized, high-quality user experience has enabled it to expand its reach to over 120 million customers across more than 100 countries.

SponsorPay is headquartered in Berlin with offices in San Francisco, Paris and London.

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