



Berlin-based Uberall ramps up UK operations with new London office

Fast-growing location marketing tech specialist appoints new Vice President to spearhead UK growth

London, UK, 12 September 2018 – Uberall, the Berlin-headquartered location marketing technology specialist, today announced it has opened a new London office to provide more personalised support to its existing UK customers and grow its market footprint. Located in London's historic St. Katharine Docks, the new office will be home to an experienced team of technology professionals, headed up by Daniel Mathew, Uberall's recently appointed UK Vice President, who joins the company with more than 20 years of commercial experience in the digital sector.

Uberall's cloud-based online-presence management solution enables local businesses – particularly retailers, restaurants, bars and other high street firms – to convert mobile and online searches into sales through the power of location marketing. Under Mathew's stewardship, the Uberall team will help these businesses unlock additional revenue streams, by driving additional foot fall to their stores and engaging more customers through social media and review sites.

"Daniel brings exceptionally strong knowledge and experience to Uberall's London office, and his customer focused approach will be vital to provide our clients with the best support possible. I am delighted he is leading our London team and I know he will be instrumental in expanding Uberall's international footprint," said David Federhen, co-CEO, Uberall.

Mathew joins Uberall from StormGeo. As Global VP he led the growth strategy of the company's Artificial Intelligence-derived analytics solution. He has also held several international executive leadership roles, including founding and developing a high-growth WeatherTech start-up, leading to a successful private equity exit.

"Uberall's research shows that 88% of consumers search online for local products and services before purchasing in-store. If a business doesn't have a well-managed online presence, customers may never know they exist. This is a tough time for many UK high street retailers and businesses; our focus will be on helping them attract new customers and drive footfall by integrating digital technologies into their day-to-day operations," explained Mathew.

The new London operations form part of Uberall's ongoing strategy to boost its market presence in key global markets. In addition to the new London team and its headquarters in Berlin, Uberall has teams in Amsterdam, Paris, San Francisco and Cape Town. In September 2018, Uberall increased its series B funding to \$50 million and announced its acquisition of Navads, making Uberall one of the largest location marketing platforms in the world.

About Uberall, Inc.

[Uberall](#) is a global leader in location marketing technology. Its flagship Location Marketing Cloud platform empowers the world's biggest brands to connect with their customers and turn online interactions into offline sales. Uberall gives businesses central control of their digital presence and online reputation, enabling them to easily manage brand interactions in real-time on all digital platforms—mobile, voice and desktop—across websites, mobile apps, store locators, search engines, maps, social platforms, and advertising networks. The [Location Marketing Cloud](#) provides a consistent, accurate digital brand footprint that helps businesses capture new customers and maximise revenue for every location.

Uberall is headquartered in Berlin, with additional offices in San Francisco, London, Paris, Amsterdam, and Cape Town. Its clients include Fortune 500 companies and industry leaders from all over the world.

Learn more at www.uberall.com.

PR Contact – UK

Michelle Edge/Claire Ayles – Eleven Hundred Agency

E: michelle.edge@elevenhundredagency.com /

claire.ayles@elevenhundredagency.com

T: +44 (0)20 7688 5202