



Uberall Announces New VP of Business Development for US

Leading location marketing solution brings on ReachLocal's Tehsin Daya as company continues to grow

SAN FRANCISCO (October 4, 2018) -- [Uberall, Inc.](#), the location marketing automation solution for businesses competing to attract and win local brick-and-mortar customers, today announced the hire of Tehsin Daya as the company's new VP of business development for North America. Formerly a key business development executive for ReachLocal, Daya will be responsible for leading the company's channel and reseller expansion strategy for the region.

"We're very excited to have Tehsin join the Uberall team," said Josha Benner, Co-Founder of Uberall, Inc. "Following our recent \$50 million Series B and the acquisition of one-time competitor Navads, Uberall now is a global category leader with a major footprint in North America. We're seeing huge demand for our solution and it's fantastic to have Tehsin on board as his experience will help Uberall meet that demand, and he will spearhead our channel expansion and localization efforts in the region."

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Daya joins Uberall with more than 10 years of experience in location marketing. Before joining Uberall, Daya spent six years in a variety of roles including Sr. Director for ReachLocal's partner channel business, and prior to that, on the corporate strategy team, where he lead key ecosystem and strategic partnerships, including Facebook. Reachlocal is an online marketing and advertising solution provider for small, medium and large businesses. Prior to that, he held sales and business development roles at IAC.

"I'm excited to join Uberall as the new VP of business development," added Daya. "Having started my own local marketing career journey at IAC/Citysearch, leading the North American channel and reseller expansion for Uberall is coming back full circle to my roots. I feel passionate about businesses deriving value from the essential, foundational services needed to market themselves. Uberall is doing just that to fill in the gaps that exist. They're investing resources into the US market and are being aggressive here. I'm excited to start this new chapter, and guide Uberall's success in this region."

Uberall was built to bridge the gap between online search and in-store purchases. In today's digital world, 88% of all consumers first search for products and services locally online before purchasing in-store. If a business does not have a consistent, rich, engaging digital brand footprint and reputation, buyers will never know they exist—nor will they trust the available information.

Enter Uberall's flagship Location Marketing Cloud platform. It gives businesses central control of their digital presence and online reputation, providing a consistent, accurate digital brand footprint. By enabling businesses to easily manage interactions at the location level in real-time across websites, mobile apps, store locators, search engines, maps, social media and voice assistants, the Location Marketing Cloud helps capture new customers and maximize revenue for every location.

For more information about Uberall, visit: <http://uberall.com/>.

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 maximize 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 <https://www.uberall.com>.

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