



PRESS RELEASE
For immediate release

SIMON DUMONT APPOINTED DIRECTOR, PROGRAMMATIC SALES

MONTRÉAL, July 16, 2020 – Laurent Benamou, Vice-President, Sales and Operations of La Presse, yesterday announced the appointment of Simon Dumont as Director, Programmatic Sales.

In his new position, Simon Dumont will be responsible for developing programmatic sales, signing new agreements and growing existing partnership agreements. He will play a key role in the programmatic sales strategy established several years ago, by identifying growth opportunities for La Presse's programmatic revenues.

"Simon has extensive experience in the digital advertising sales industry, solid achievements in programmatic and very good technological know-how. We are convinced that his expertise, market knowledge and business acumen will be valuable assets in achieving our objectives and continuous improvement," said Laurent Benamou.

Before joining La Presse, Simon Dumont worked at Gendron Communication as Director, Digital Media; he was previously Supervisor, Digital Media at the same company. Before owning his own business, Simon Dumont was Director of Sales at Native Touch. "It is with pride and enthusiasm that I am joining La Presse. It was a very long process due to the COVID-19 situation, but I have seen up close how strong the people at La Presse stood up in difficult times. I look forward to working collectively and directly with each of my new colleagues. La Presse has always been a part of my daily life as a Québec citizen and I hope to be able to bring my expertise to see this company continue its mission to inform the public in the way it does so well already, and for years to come. "Simon Dumont will officially take office on August 10.

About La Presse

La Presse is Canada's French-language news medium of record, whose content is distributed on several platforms, including a digital edition for tablets, mobile applications and the Web. La Presse is known for its distinctive, rich and diversified coverage of news and current events. The recipient of numerous awards for the quality of its content and its design, La Presse is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free-subscription digital tablet edition, fully leverages the multifunction capabilities of tablets to deliver the most comprehensive news and information experience ever from Québec's largest newsroom.

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Information

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