



WILDFIRE 星星火

Press Release

Wildfire Welcomes Jérôme Thil as CEO

Seasoned Startup CEO Joins Asia's Leading Social Marketing Company

SINGAPORE – May 1, 2014 – Wildfire Pte Ltd, the leading provider of social media listening and engagement tools for brands in Asia, is pleased to announce the appointment of Jérôme Thil as President and CEO.

Mr. Thil is an accomplished business leader and entrepreneur, with 20 years of experience as CEO of several innovative startups across Asia and Europe. He comes to Wildfire from Travelport, a leading company in the online travel industry, where he was Vice President of Product. Thil had previously been CEO of Sprice, a travel search provider that was acquired by Travelport in 2010.

"This is an exciting time for us, bringing a seasoned CEO like Jérôme on board to lead the company as we grow to the next level," commented Christoph Zrenner, Co-founder of Wildfire. It's a validation of our position as the premier provider of word-of-mouth and social media marketing services in Asia, that we have been able to attract such an accomplished business leader as Jérôme to be our new CEO."

According to Mr. Thil:

"Wildfire has created a powerful platform for brands to listen to what customers are saying, engage influencers, and harness the power of social media to drive increased sales. Brands in Asia are looking to shift more of their media and research budgets to social marketing and Wildfire is well positioned to serve these clients. I am excited to be joining the Wildfire team."

About Wildfire

Wildfire Asia is the world's first influencer network providing both real-time social media insights and the ability to change the conversations that matter most to your business.

Wildfire's ActSocial software suite and influencer network enables brands to amplify the impact and reach of content, to detect and respond to crisis before they escalate and damage brand reputation, and to identify key conversations and convert them into real purchases.

Key customers include Starbucks, DSM, Nestlé, Lincoln, Unilever, Tesco, and OMD. For more information, visit www.wildfire.asia.

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