



Dan Wilson

Vice-President, Monetisation

Dan's role is centred on building the leading global Exchange for qualified location-enabled media. He brings significant mobile adtech experience to Blis having previously held senior positions at both PubMatic and Amobee.

Having been mobile-first since 2000, Dan started his career in product management before moving into programmatic trading and he cares deeply about enhancing the quality of mobile ads for a better consumer experience.

In his spare time, Dan is a recent convert to the joys of running and has been known to occasionally get his air guitar out for when he hears "Sweet Child O'Mine."