



# Lara Oblowitz

## Head of Marketing, EMEA

Lara is responsible for the marketing and communications efforts across the EMEA region, leading on the strategic development and execution of marketing initiatives. Lara is also responsible for global product marketing, delivering creative and engaging marketing materials to highlight Blis' diverse product offering.

Born in Australia, Lara moved to UK in 2010 where she first entered the world of media and adtech. Prior to joining Blis, Lara held marketing positions at Cheetah Mobile and The Weather Channel.

Lara has a BA from Curtin University of Technology, Perth, WA in Mass Communications, Public Relations and Journalism with minors in Marketing and Event Management.

In her spare time Lara enjoys keeping fit, cheering on her favourite premier league team -Spurs, travelling and spending time with her cats Tikka and Masala.