Teads Expands Executive Leadership Team with Appointment of Dani Cushion as CMO

January 5, 2026

Cushion to steer global marketing during a pivotal moment of integration, innovation, and accelerated platform expansion

NEW YORK, Jan. 05, 2026 (GLOBE NEWSWIRE) -- Teads, the omnichannel outcomes platform for the open internet, today announced Dani Cushion will join the company as Chief Marketing Officer, effective January 6, 2026. Cushion will lead and oversee Teads' global marketing organization and drive the company's brand, communications and go-to-market strategy to accelerate growth and deliver meaningful outcomes for advertisers, agencies, and publishers worldwide.

Cushion brings a strong track record of building and scaling marketing engines for high-growth technology companies. Most recently CMO at Innovid, a leader in CTV, she helped position the company for its acquisition by Mediaocean. She previously served as CMO at ExecOnline and at Cardlytics, where she guided the company through a successful IPO and public-company expansion. Earlier, as SVP of Marketing at Millennial Media, Cushion contributed to the company's IPO, global expansion, and acquisition by AOL/Verizon Media. Her background also includes roles at SiriusXM, ISL, Omnicom's Millsport/The Marketing Arm, and Major League Soccer, and she is a frequent speaker across prominent stages like CES, Cannes Lions, Advertising Week NY, Fortune Brainstorm Tech, and the MMA CMO & CEO Summit.

"Dani has a proven ability to translate complex industry dynamics across CTV and the open internet into actionable marketing strategies that drive real business results," said David Kostman, CEO of Teads. "Her impact at some of the most important companies in the industry speaks for itself. As Teads enters its next chapter of growth, Dani's leadership will accelerate what we can achieve globally as we scale our omnichannel offerings."

"Teads sits at the center of some of the most important innovations in ad tech—particularly as CTV continues to evolve—and the opportunity ahead is significant," said Cushion. "With its technology, global scale, and multi-screen reach, Teads is uniquely positioned to help brands and publishers navigate a rapidly changing ecosystem. I'm excited to join at such a pivotal moment and to help shape how Teads brings its vision and value to market."

Cushion's appointment comes at a defining moment for Teads, as the company evolves to deliver a more advanced, omnichannel outcomes-driven platform for advertisers. In November, Teads also welcomed Mollie Spilman as Chief Commercial Officer. Overseeing global commercial strategy, Spilman is working closely with regional leadership and partners to accelerate growth and deepen client performance. With expanded capabilities and a broader global footprint, Teads is focused on building a leadership team that can accelerate innovation, strengthen its market position, and unlock new value for advertisers, agencies, and publishers worldwide.

About Teads
Teads Holding Co. ("Teads") (Nasdaq: TEAD) is the omnichannel outcomes platform for the Open Internet, driving full-funnel results for marketers across premium media. With a focus on meaningful business outcomes for branding and performance objectives, Teads drives value with every media dollar by leveraging predictive AI technology to connect quality media, beautiful brand creative, and context-driven addressability and measurement. One of the most scaled advertising platforms on the Open Internet, Teads is directly partnered with more than 10,000 publishers and 20,000 advertisers globally. The company is headquartered in New York, New York with a global team of nearly 1,800 people in 30+ countries.

For more information, visit www.teads.com.

Forward-Looking Statements
This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "foresee," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions.

We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: the risk that the appointment of our Chief Marketing Officer and other recent changes in our executive leadership may not result in the anticipated benefits to our brand strategy, market positioning or growth; risks related to the successful alignment and integration of our global marketing and communications operations; our ability to attract and retain key personnel; our ability to successfully execute our global business strategy; and the other important risks described in the section entitled "Risk Factors" and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2024, and our Quarterly Reports on Form 10-Q filed for the quarters ended March 31, 2025, June 30, 2025, and September 30, 2025, filed with the Securities and Exchange Commission (the "SEC"), which are available on our website at https://investors.teads.com/ and on the SEC's website at www.sec.gov.

Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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