



Teads Appoints Nirali Jain as North America Managing Director to Drive Growth and Innovation

February 11, 2026

NEW YORK, Feb. 11, 2026 (GLOBE NEWSWIRE) -- Teads, the leading omnichannel outcomes platform for the open internet, today announced the appointment of Nirali Jain as Managing Director for North America, responsible for leading its national sales organization.

In her role, Jain will drive growth across agency and enterprise customers and her leadership will be instrumental in reinforcing Teads' position as a premier omnichannel outcomes platform in the company's largest market, North America. Jain is uniquely positioned to scale new revenue streams and partner with advertisers to maximize ROI by leveraging her deep expertise in connected TV (CTV) and digital video. She joins Teads following nearly seven years of leadership at Innovid, a global leader in CTV advertising, where she most recently served as Vice President of Enterprise Sales. Her career also includes foundational experience at BrightRoll, a pioneer in programmatic video. By blending this extensive background in CTV and video advertising with Teads' predictive AI technology, Jain will spearhead the company's efforts to drive meaningful business outcomes across its omnichannel outcomes platform.

"This is a rare opportunity to lead from the front in one of the most dynamic media environments in the world," said Mollie Spilman, Chief Commercial Officer (CCO) at Teads. "Our new MD brings a unique blend of strategic vision, CTV leadership, and operational rigor that is essential for scaling our technology and driving meaningful business outcomes for our advertisers."

"I am thrilled to join Teads at such a pivotal moment for the digital advertising industry, having seen firsthand how the right technology can transform brand performance," said Jain. "Teads' unique ability to combine predictive AI with premium, context-driven environments is a game-changer for marketers seeking real business outcomes. I look forward to leading our North American teams to deliver even greater value for our agency and brand partners."

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 around 1700 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 Managing Director for North America and other changes in our commercial leadership may not result in the anticipated growth or market performance; risks related to the successful execution of our sales strategy in North America; our ability to attract and retain key commercial 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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