



January 15, 2020

AdMobilize hires ADT's former Chief Privacy Officer, Paul Plofchan



Paul Plofchan is a senior level strategist with a deep understanding of privacy and security and has joined AdMobilize as Vice President and General Manager, Engagement Analytics and Partner Alliances. Paul's expertise and track record are geared towards working with large enterprise clients and consumers. Paul began his career as a Naval Officer in the US Navy, followed by a tenured career at Pfizer where he was responsible for policy, external affairs and communications. He held several Board of Directors roles prior to joining ADT as the Chief Privacy Officer. ADT is America's largest home security company and Paul was responsible for developing data privacy programs and best practices ensuring customer trust, while enabling industry-defining product innovation.

“Today, AdMobilize works with Fortune 100 companies and hundreds of other clients globally. Privacy and security are fundamental to the success of our clients and the exponential mass adoption of consumer engagement AI technologies for brick and mortar at scale. It is the right time to bring a C-level executive of Paul's caliber, to support our roadmap and the industry at large,” said AdMobilize's CEO and Co-founder, Rodolfo Saccoman.



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Saccoman further elaborated, “Paul will be integral in helping our industry and clients navigate and unclutter the vast amount of information regarding 100% anonymous consumer engagement technology, GDPR, CCPA, and data policies. We are thrilled to welcome Paul to our senior leadership team, and to continue solidifying AdMobilize’s position as the world’s leading AI company for digital signage brick and mortar analytics.”

About AdMobilize

AdMobilize, headquartered in Miami, FL, with offices in London, UK, Bogota, Colombia, and Sao Paulo, Brazil is a venture-backed AI company with seamless solutions for implementing advanced computer vision technologies in the brick and mortar world. The company has one clear mission; connecting the physical world to the online grid. Our “drop in” solutions yield to each customer’s hardware/software needs. AdMobilize’s suite of analytics and engagement products are designed to be “Plug and Measure,” enabling real-time audience analytics and intelligence to be instantly activated at scale on any software/hardware platform. AdMobilize’s solution provides GDPR compliant and completely anonymous audience engagement insight by analyzing data in real-time. AdMobilize offers the industry’s most complete and accurate analytics/engagement solution for digital signage, OOH, DOOH, retail, live events, small business, malls, restaurants, and beyond. For more information, please visit www.admobilize.com.