
Integral Ad Science Appoints Takeshi Yamaguchi as Japan Country Manager

TOKYO: May 17, 2021 -- Integral Ad Science (IAS), a global leader in digital ad verification, today announced the appointment of Takeshi Yamaguchi as Country Manager, Japan to accelerate and lead the company's growth locally.



Takeshi Yamaguchi joined IAS in 2015 to help expand its operations and growth in the region, and he most recently served as Sales Director. In his new role as Country Manager, Japan, he will help extend the company's work with Japanese advertisers, publishers, and platforms, reporting directly to Laura Quigley, SVP APAC. Previous to IAS, he held various roles at advertising and technology companies including comScore, HP Japan, and Experian Marketing Services.

"Japan is a growing market for IAS, as brands invest significant budgets across digital media along with growing adoption of verification solutions. I'm confident that Takeshi's leadership and industry experience will help us continue our growth in the region by providing world-class customer service alongside the acceleration of digital advertising," said Laura Quigley, SVP APAC, IAS.



“Our brand, agency, and publisher partners in Japan trust IAS as an industry leader in ad verification, based on our cutting-edge technology and world-class customer service,” said Takeshi Yamaguchi, Country Manager, Japan at IAS. “I’m thrilled to lead the charge in Japan to foster deeper relationships with our customers and partners including industry bodies such as JAA, JIAA, and JICDAQ. IAS will continue to work with the local advertising industry in Japan to demonstrate the importance of verification in increasing efficiencies of digital advertising and strategies.”

###

About Integral Ad Science

Integral Ad Science (IAS) is a global leader in digital ad verification, ensuring that ads are viewable by real people in safe and suitable environments. IAS’s mission is to be the global benchmark for trust and transparency in digital media quality for the world’s leading brands, publishers, and platforms. We do this through data-driven technologies with actionable real-time signals and insight. Founded in 2009 and headquartered in New York, IAS works with thousands of top advertisers and premium publishers worldwide. IAS is part of the Vista Equity Partners portfolio of companies. For more information, visit integralads.com.

If you are a member of the press and are interested in covering us, please reach out at press@integralads.com