

## **Biography speakers Digital Marketing**



**Robert Purss**

**Brand Manager @ Perfetti Van Melle**

Robert has over 15 years of experience in FMCG Marketing, based in Tokyo. His career started at Nielsen, before moving to RB and most recently Perfetti Van Melle. As Brand Manager, he has managed strategy to execution for a number of world-class brands. He is currently working as the Brand Manager for Mentos.



**Ignacio Madruga**  
**Global Operations Director @ Adglow**

Following his engineering major, Ignacio Madruga started working on customer services at BT Spain as a trainee, moving through several positions within the organization until managing the first line team of the Professional Services. With that background, in 2017 he took the responsibility of directing the Advertising Operations at Adglow in over 15 markets and supporting global campaigns in over 100 countries, continuing to develop the company's capabilities to deliver best in class solutions for agencies and advertisers.



**Nori Inoue**  
**Vice President, APAC @ Adglow**

Nori is responsible for the business growth of the APAC region including Japan. He has over 15 years of experience in both North America and APAC regions. Nori has worked in North America for a bluechip company where he has built \$3B strategic alliance and with 10 years in Digital Marketing, he has led market entries for a unicorn and startups, recently with Facebook as an early business side employee to develop the market by collaborating w/Agencies, Brands, and Media Partners.