

# Bidstack expanding in-game advertising strategy into North American market

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Bidstack CEO James Draper and chief revenue officer Jude O'Connor joined Proactive's Natalie Stoberman to discuss the company's latest expansion in North America.

Draper said the expansion is led by O'Connor, who will be leading teams across sales, publishing, marketing, and strategy while scaling the company's local teams and steering a go-to-market strategy centered on educating the US market on Bidstack's in-game technology.

Bidstack is the leading in-game advertising and video game monetisation platform that bridges the gap between the interactive entertainment industries and advertisers by enhancing the gaming experience with immersive advertising.



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