

Former The Economist exec , Stephane Pere, joins Pooool - the french leading dynamic paywall startup - as Chief Revenue Officer

Paris - 11 June 2020 - Pooool, the technological platform dedicated to optimize revenue-reader, today announced the appointment of Stephane Pere as Chief Revenue Officer.

After 12 years at *The Economist*, of which 5 as Chief Data Officer and 3 as member of the executive committee, Mr Pere is bringing a deep knowledge and experience of reader revenue in Publishing. He has helped *The Economist* successfully develop its digital advertising and subscription revenue as well as supported its diversification in Market Intelligence.

At Pooool, Mr Pere will be in charge of scaling revenue internationally. He will also join *Underlines*, a consulting firm (sister company of Pooool), as Partner and complement the team expertise and experience.

"The sanitary crisis has demonstrated how publishers can no longer solely rely on advertising anymore. We need to support their transition to a more resilient business model leveraging other revenue streams such as subscription" said Mr Pere.

"Publishers need more than ever to have sustainable and profitable relationships with their readers. Our mission at Pooool is to help them create these and develop their revenues thanks to simple, pragmatic and useful technology solutions. Stephane's arrival will help us accelerate our growth and scale internationally" said Maxime Moné, CEO of Pooool.

About Pooool and Dotted Group

Launched in 2016, Pooool developed a suite of technology solutions to allow publishers optimize their reader revenue - of which Pooool Access, a dynamic paywall solution, used by over 100 media brands.

Dotted Group brings together complementary businesses which help more than a hundred Publishers to connect with their audience. To do this, Dotted believes in the power of innovation and of listening attentively.

- [Underlines](#) : Publishers' strategic partner for all reader-related opportunities.
- [Digital Media Review](#) : The first French observatory on paywall and paid content for media websites.
- [Pooool](#) : The technological platform dedicated to optimizing reader revenues.

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