

MEDIATECH & ADTECH TRADE MISSION TO EUROPE 2025

7-10 APRIL 2025

ABOUT GROW LONDON GLOBAL

Grow London Global is a free 12-month programme for London-based tech companies that want to expand internationally - the successor to the Mayor's International Business Programme, which has helped 1,300 London scaleups including Monzo, Revolut, Checkout.com, Brompton Bicycles, Mr & Mrs Smith and Bloom & Wild reach their global expansion goals.

The programme offers expert advice, workshops, events, networking opportunities with partners, corporates, investors, peers as well as unrivalled opportunities to make valuable contacts into your target market on trade missions across the world.

For more information, visit: grow.london/global



Audiomob is a London-based AdTech innovator revolutionizing in-game audio advertising. Partnering with Europe's top game developers, they provide non-intrusive audio ad solutions that enhance player experience while delivering unmatched engagement for advertisers. With patented technology and a presence in Paris and Madrid, they bridge brands to Europe's diverse gaming audiences effectively and authentically.



Shannon Maguire
Head of Marketing



Blackbird plc is a London based media tech innovator. With marquee customers and holding 24 patents, the company has two video editing products; Blackbird, for enterprises and elevate.io, direct to customer. As 'the google docs for video editing' elevate.io is set to democratize content creation.



Ian McDonough
CEO

Co-Founder of
elevate.io



Dianomi is a global digital advertising platform that specializes in premium native and contextual advertising. It connects leading brands with affluent, business-focused audiences across top-tier online publications. With over 320 premium publishers Dianomi delivers high-quality, privacy-safe advertising solutions from finance to luxury sectors.



Adam Dean
Director, Luxury and
Lifestyle Partnerships



Diginus is a London based technology company with a Digital Performance platform Diginus Insight. Diginus is also the leading European partner of Microsoft Advertising, with program for digital agencies and brands to achieve better results on Microsoft Advertising.



Nate Burke
Founder & CEO



distillery is a global independent creative practice trusted by world-leading corporate, purpose, and consumer organizations to deliver tangible value through our marketing specialisms. We craft campaigns at the intersection of creativity, technology and data - embedding AI through our work to deliver efficiency at scale. distillery, creativity made to measure.



Kate Matlock
Managing Director,
EMEA



ElevenLabs is the leading AI audio research and deployment company specialising in voice technology and sound effects. It provides tools to generate highly realistic and expressive synthetic voices, enabling seamless speech-to-text, text-to-speech, speech-to-speech and voice cloning to create immersive audio experiences for entertainment content, as well as conversational AI for customer support and engagement.

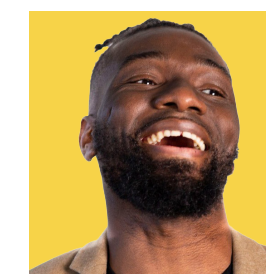


Carolina Godinho
GTM Enterprise
Madrid

Nicolò Scribani Rossi
GTM Enterprise
Paris



Happaning is redefining video engagement with ViiVids, an AI-powered, multi-angle video platform that lets audiences switch perspectives—like Google Street View, but with video. As media consumption evolves across Europe, they help broadcasters, event organisers, and brands boost engagement, monetisation, and storytelling with immersive, personalised content experiences tailored to modern audiences.



Andrew Eniwumide
Founder & CEO



Human Made Machine is an AI-powered ad testing platform proven to 2x brand campaign effectiveness by enhancing creative quality. It partners with creative agencies, advertisers and publishers to evaluate ads so that they are optimised before campaigns go live. Its global partners include Google, Coach, the BBC and the NBA.



Thomas Clayton
Director of Client
Services



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IMMERSIVEFOX

Immersive Fox is an AI studio that generates hyper-personalized video content and digital AI twins faster than anyone else in the world. Their technology seamlessly translates your face, gestures, and voice into 50+ languages, enabling truly localized communication. Pre-integrated with leading CRM platforms, Immersive Fox empowers sales and marketing teams to deliver personalized videos at scale.



Alisa Patotskaya
CEO



KIDS KNOW BEST

KidsKnowBest is the leading audience specialist research and marketing agency, helping brands reach the hardest-to-engage audience: Kids. They are powered by our proprietary data platform, Nougat, a research and insights tool that continuously optimises decision-making for your brand.



Joel Silverman
CEO



MEDIA STREAM.AI

Media Stream AI is the game-changing technology behind global platforms like Generation Black TV (GenB TV) and PrideTV. As the British sister company to BA Diversity Media Inc., we're redefining how audiences experience television. Our AI-driven platform curates a fully personalized viewing journey—seamlessly blending legacy media with AI-generated content into live TV streams. The future of TV is here.

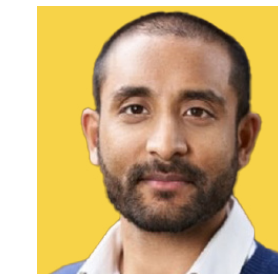


Christopher Kenna
CEO



numbereight

NumberEight is a global leader in privacy-first data solutions. Our ID-less technology specializes in transforming untapped signals into actionable audience insights with advanced AI to power omnichannel curation and targeting



Abhishek Sen
Founder & CEO



Socially Powerful is a global marketing agency specialising in influencer marketing, social media, and creative campaigns. The company developed the AI-powered platform to democratise the influencer marketing industry, giving it away for free. Users can instantly and accurately find influencers for maximum impact, analysing over 200m influencer profiles.



Francesca Bragaglia
Head of Client Services



TRIBE

TRIBE connects brands with talented and diverse influencers and creators to generate world-class content for their holistic marketing efforts including social media and traditional channels such as digital, print and OOH. Powered by proven technology, real-time data and an expert team, it's never been easier to execute creator strategies that rival the world's most innovative brands



Treasha Punchoo
Client Partner



weArisma

WeArisma is Europe's fastest-growing influencer marketing platform, helping brands like LVMH and Louis Vuitton unlock the power of data-driven insights. Their platform, Aura, empowers brands to navigate cultural trends, track audience sentiment, and optimize influencer strategies to achieve unmatched resonance and ROI in the European media landscape.



David Woods
VP, Growth



The Grow London Global mission team



Mederic Demouchy
Trade Manager - Creative



Christa Holmborg
Business Development Manager Trade - Europe



Thibaut Barde
Vice President - Europe, Grow London



Jack Brooks
Senior Programme Manager - Missions



Zahrah Ahmad
Programme Executive



Sydney Cronin
Marketing Manager - Grow London Global



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