Calldorado hires Brian Jakobsen as Chief Technology Officer to drive continued growth

Submitted by: Calldorado

Tuesday, 6 September 2016

Kongens Lyngby, 6th September 2016 - Fast-growing app monetization company Calldorado (http://www.calldorado.com) has hired Brian Jakobsen as CTO, to lead the company's technical development team and spearhead innovation. Calldorado enables Android app developers to generate revenues and re-engage users through a Caller ID SDK.

Jakobsen joins Calldorado from Telecomscandinavia, the consultancy providing digital solutions, where he was Chief of Project Office. Previously, he was Director of Development at MobilePeople and Technical Group Manager at telecom networks and equipment giant Ericsson.

"We are thrilled that Brian is joining the Calldorado team", says Claudia Dreier-Poepperl, CEO & Founder of Calldorado. "He brings vital skills both in business and technical architecture and is ideally placed to help take Calldorado to the next level. We need leaders who can drive both innovation and the development of scalable systems, given the growth we plan to achieve. He has the knowledge and ambition to put our platform ahead of the curve."

"I'm very excited to join such a fast-growing company, serving a global customer base," says Jakobsen. "I look forward to working with the talented team at Calldorado to develop new features and to ensure the platform remains robust as usage grows. There is tremendous potential in the Calldorado business."

Calldorado plays a vital role in enabling developers to make their Android apps commercially successful in an increasingly crowded market. It provides the only Caller ID SDK allowing app developers to generate revenues through ads on the screen identifying callers at the end of a call. This means that app owners can generate revenues even if their app is inactive and discreetly re-engage users through the same screen.

The company is privately held and has 40 staff members – the majority in its headquarters in Kongens Lyngby (Copenhagen), Denmark.

About Calldorado (http://calldorado.com):

Calldorado ApS is an innovator in mobile app monetization, providing a solution that drives the commercial success of Android apps. Using the Calldorado Caller ID SDK, app owners can generate revenues even when their app is inactive and at the same time re-engage users.

Once the easily integrated Caller ID SDK has been added to an app, the Calldorado platform serves ads to the Caller ID screen at the end of a call, while space on the same screen provides app owners with an unobtrusive hook for re-engagement. Caller ID reveals the identity of a caller even if they are not in the user's contacts. Calldorado's solution addresses both monetization and user-engagement – two major problems in the increasingly crowded Android app market.

Calldorado was founded in April, 2016 and serves a global market. It is privately held and headquartered in Kongens Lyngby (Copenhagen), Denmark.

Press contact:
Lina Barauskaite
press@calldorado.com
+45 31 52 01 69

response**source**