

Tom Huston joins Virtual AdTech Company, uniqFEED as CCO

Experienced sports business executive Tom Huston appointed to lead uniqFEED's commercial strategy as the company drives growth.

January 2023: Swiss virtual advertising provider uniqFEED has announced that Tom Huston will join the company as its Chief Commercial Officer (CCO). Huston, a leading consultant within the sports and entertainment sector, will join uniqFEED, based in Zurich, Switzerland in January 2023.

Tom Huston brings more than twenty years' experience in international sports business, sports marketing and media rights to the company. Prior to his current role as a sports business growth and sustainability consultant, Tom was chief operations and commercial officer of the 34th America's Cup in San Francisco and co-founder and chief operations officer of the Champions League Hockey. He was a co-founder of Mindspring Sports Agency and one of the early executives at Team Marketing who contributed to the growth of the UEFA Champions League.

As CCO, Tom will assume overall responsibility for the execution of uniqFEED's long- and short-term commercial strategies and objectives, as well as expansion into new target sports markets, developing revenue streams and aligning product development with market needs.

CEO Roger Hall said of the appointment:

"Following our extensive search, I am very pleased to be appointing Tom Huston to the CCO position at uniqFEED. As a highly accomplished sports business executive and with his wealth of knowledge, experience and wide network across many different sports and markets, Tom will bring a huge amount of commercial and management expertise to the company."

Huston, on his appointment as CCO of uniqFEED:

"It is with great excitement that I join uniqFEED at this significant time in the company's development. With its world-class team of developers, engineers, scientists, and commercial experts, it is clear to me that uniqFEED is an organization poised on the brink of rapid expansion and huge success. I thank the Board of Directors and the Executive Committee for their trust and look forward to joining the uniqFEED team."

Huston will begin working with uniqFEED on Monday, January 9th and will be based at the company's headquarters in Zurich.

About uniqFEED

Founded in 2015, uniqFEED is a Zurich-based sports tech company that provides virtual advertising solutions for sports rights holders. Using the power of computer vision technology, and with no expensive or intrusive hardware, uniqFEED's proprietary AdApt software enables virtual content to be inserted into a live sports broadcast feed. This winning formula allows rights holders to create new business models and revenue opportunities via multiple international broadcast feeds. uniqFEED has developed solutions for a multitude of different sports including racket sports, baseball, and football.

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