

uniqFEED appoints Patrick Hastings as new Chief Operations Officer

Zurich, Switzerland, December 9th, 2024 – uniqFEED, a leading provider of virtual advertising technology, has announced the appointment of Patrick Hastings as its new Chief Operations Officer (COO). Hastings, a seasoned executive in live sports broadcasting and virtual advertising, steps into the role at a pivotal time for the company during a high-growth phase. Hastings will join uniqFEED effective immediately and will be based in Zurich, Switzerland at the company's headquarters.

Patrick Hastings brings over 17 years of experience in live sports broadcasting, including eleven years dedicated to virtual advertising. He has held senior roles across the sports and media industries, most notably as General Manager of Australian-based virtual advertising solutions provider Broadcast Virtual. Hastings has previously been with uniqFEED from 2021 to 2022, leading the EMEA & APAC commercial function, and has been heading the COO function on an interim basis since October 2024. Prior to joining uniqFEED, he ran his own consulting company and advised major international leagues on virtual advertising strategies.

As COO, Hastings will assume overall responsibility for the operations function and the operational delivery of client requirements globally. He will oversee a fast-growing team of broadcast professionals, virtual advertising software operators, and the company's quality assurance department.

CEO, Roger Hall said of the appointment:

"I am delighted that Patrick can take on this vital role for uniqFEED at a time of a rapidly growing roster of live sports events and clients. His deep understanding of both the technical and commercial aspects of virtual advertising, combined with his exceptional leadership skills, make him the ideal choice to lead our operations function."

Hastings takes over from outgoing COO Simon Bowler, who played a crucial role in bridging the worlds of broadcast operations and software development over four-and-a-half years.

Hall added:

"During Simon Bowler's tenure as COO, he successfully transformed the company into a broadcast-centric business, setting a strong foundation for Patrick to build upon as we enter our next phase of growth. We are grateful for Simon's significant contributions and, while we are sad to see him go, we respect his decision to pursue new opportunities and wish him the very best in the next chapter of his career."

Patrick Hastings, on his appointment as COO of uniqFEED:

"I am honoured to step into the role of COO at uniqFEED. Simon Bowler has set an exceptional standard, and I am committed to building on his achievements. uniqFEED has made remarkable strides in the virtual advertising space, and I look forward to working with our talented team, clients, and partners to deliver on our ambitions. Together, we will continue to innovate and strengthen our position as a leader in this evolving industry."

About uniqFEED

uniqFEED is a Swiss-based sports tech company (ETH Zurich spin-off) that provides virtual advertising solutions for sports rights holders. Using advanced AI-based technology, the power of computer vision, and with no intrusive hardware, uniqFEED's proprietary AdApt® software enables virtual content to be inserted into live sports broadcast feeds. This allows rights holders to create new revenue opportunities via multiple international broadcast feeds. uniqFEED has developed solutions for a multitude of different sports including racket sports, baseball, football, golf, and other sports.

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