

TradeUp Technologies Names Chief Strategy Officer, Aquiles La Grave, Founder + Advisor of Brandzooka



Denver, Oct 14, 2020 ([Issuewire.com](https://www.issuewire.com)) - Denver based [TradeUp Technologies](#), the leading Ad Tech innovation and development Agency, that focuses on custom solutions for brands and agencies, has named Aquiles La Grave, Founder and former CEO of Brandzooka, as their new Chief Strategy Officer. As a leading provider of custom technology and consulting services within this \$80 billion market, TradeUp Technologies Founder and CEO Jon Rose saw the unique opportunity to bring on a proven and seasoned veteran like Aquiles with a proven track record in product development, innovation, and organizational management to help shape TradeUp's continued growth.

"It's not every day you get the opportunity to add someone like Aquiles to be an integral part of your company. We've cultivated a committed and strong relationship across several years of collaboration and we are determined to continue to grow TradeUp Technologies to reach its fullest potential."

As an entrepreneur, product leader, and founder, Aquiles La Grave boasts an impressive background. Over the years, he has led, developed, and scaled web services for a variety of companies, making a lasting impact in the industry. Most notably, he founded Brandzooka, an award-winning marketing platform democratizing access to programmatic advertising for small businesses and agencies worldwide. Aquiles' prowess at building and growing Brandzooka awarded him the ranking as one of the 1,000 fastest-growing private companies in North America under his tenure.

Now with Brandzooka's success under his belt, Aquiles has turned his sights on propelling new growth and innovation in the industry and solving Ad Tech's most pressing opportunities through TradeUp Technologies position as a leading services group within this complex and fast-growing ecosystem.

"The next 48 months are going to be decisive within the rapidly maturing ad tech landscape. Large brands, agencies, and holding companies are going to have to lead through technology innovation in order to remain competitive or risk falling behind. TradeUp's blueprint, existing client relationships, and track record presented the most exciting opportunity I've yet seen to deliver and scale change through innovation throughout the ad tech ecosystem"

Formed by AdTech industry pioneers and experts, TradeUp's founding technologists contributed as partners and founders and had a hand at developing and scaling the most impactful platforms on the market. On every assignment, TradeUp partners with their clients to ensure they harness AdTech's inherent power to produce unique offerings and squeeze the maximum return on their client's media investments. The result? An increase in 'edge' over their competition. And that's something TradeUp Technologies never stops fighting for.

TradeUp is a Certified Services Partner of The Trade Desk.

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About TradeUp Technologies

We craft. We code. We deliver precise AdTech and Trade Desk solutions for brands and agencies.

Formed by AdTech industry pioneers and experts, our founding technologists contributed as partners and founders at shops like Brandzooka, Gorilla Logic, and The Trade Desk. On every assignment, we partner with our clients to ensure we harness AdTech's inherent power to produce unique offerings and squeeze the maximum return on their media investments. The result? An increase in 'edge' over our clients' competition. And that's something we never stop fighting for.

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