

Application: 7793

Pavel Medvedev, Uplify: Executive Leadership in Global Social Media Technology

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee’s employer.
Name of Organization/Company Uplify
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Pavel Medvedev, Uplify: Executive Leadership in Global Social Media Technology
Category Q10g. Executive of the Year - Information Technology - Social Media
Executive Nominee Submission Format Written Answers

a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required

Uplify is a global AdTech company founded in 2020, specializing in AI-driven influencer and livestream marketing solutions. The company has rapidly established itself as a leader in connecting brands with creators across major streaming and social media platforms.

Uplify's proprietary technology leverages artificial intelligence and machine learning to optimize campaign delivery, ensuring brands reach highly engaged audiences at the most impactful moments.

With a network of over 33,000 influencers and live streamers—including 18,000 in Brazil—Uplify serves a diverse client base that includes Amazon, PepsiCo, Netflix, and Taco Bell.

The company's expansion has been marked by strategic partnerships with leading agencies such as OMD, Havas, IPG, and Dentsu, and by delivering successful campaigns for global brands like Samsung, Red Bull, HP, and Intel.

Uplify's innovative approach and strong operational execution have driven exceptional growth, positioning it as a trusted partner in the digital advertising ecosystem.

b. Outline the nominated executive's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since early 2024, the nominated executive has led Uplify through a period of transformative growth and international expansion.

Key achievements include:

Expansion into Brazil: Successfully launched Uplify's operations in Brazil, establishing a local team and rapidly building a network of 18,000 Brazilian creators. This move positioned Uplify as a major player in one of the world's fastest-growing digital markets.

Talent Acquisition: Orchestrated the hiring of top local talent in Brazil, strengthening the company's regional expertise and operational capacity.

Landmark Campaigns: Oversaw the execution of high-profile campaigns such as Intel Gamer Days 2024, which set new engagement benchmarks by reaching over 1.3 million Gen Z gamers in Brazil through innovative influencer strategies.

Industry Recognition: Achieved 600% year-over-year growth in Latin America, reflecting the effectiveness of the expansion strategy and operational excellence.

US Market Success: Secured Uplify's membership in the influential IAB US community and established partnerships with leading industry events, including being selected as a partner for the Possible 2024 conference and being granted a space at CES 2025 as a most promising advertising startup.

Innovation in Trust & Safety: Advanced industry standards by supporting initiatives in antifraud and brand safety, reinforcing Uplify's reputation for integrity and innovation.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required

The achievements stand out for their scale, speed, and impact in a highly competitive industry. Expanding into Brazil and achieving a 600% year-over-year growth in Latin America is a rare feat, especially for a company operating in the complex and rapidly evolving influencer marketing space. While many executives focus on incremental growth or single-market dominance, the nominee has demonstrated the ability to drive simultaneous expansion across multiple regions, build high-performing local teams, and deliver measurable results for both clients and creators.

The successful execution of campaigns like Intel Gamer Days 2024, which reached over a million unique viewers in just ten days, showcases a level of operational excellence and innovation that sets a new benchmark for the industry. Securing partnerships with top industry bodies and events in the US, such as IAB and CES, further underscores the nominee's influence and leadership on a global scale.

Compared to peers, these achievements reflect a unique blend of strategic vision, hands-on leadership, and a commitment to both growth and ethical standards. The nominee's track record of driving international expansion, fostering innovation, and championing industry best practices distinguishes them as a leading executive in the IT and social media sector.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

<https://www.iab.com/member-directory/#associate>

<https://possibleevent.com/possible-announces-first-partners-as-excitement-builds-for-the-marketing-industry-tentpole-event-in-april/>

<https://www.uplify.app/resources-posts/ces-2025-the-future-of-gaming-influencers-and-how-uplify-is-changing-the-game-in-brazil>

https://exhibitors.ces.tech/8_0/floorplan/index.cfm?hallID=M&selectedBooth=60847

<https://www.meioemensagem.com.br/opinioao/cinco-dicas-para-o-sucesso-da-influencia-no-contexto-da-lives>

<https://propmark.com.br/opinioao/criatividade-e-conexao/>

<https://www.meioemensagem.com.br/opinioao/dados-seguros-e-efetividade-a-prova-de-cookies>

The following supporting materials provide evidence for the achievements highlighted:

Brazil Launch and Expansion: The article from Meio & Mensagem details Uplify’s entry into the Brazilian market, the scale of its influencer network, and its client portfolio, substantiating the company’s rapid growth and local impact.

Talent Acquisition: Coverage of Uplify’s hiring initiatives in Brazil demonstrates the company’s commitment to building a strong local team and operational foundation.

Intel Gamer Days 2024 Campaign: Industry articles describe the campaign’s reach and innovative use of influencer marketing, validating the effectiveness and creativity of Uplify’s approach.

Antifraud and Brand Safety: Industry commentary on Uplify’s leadership in antifraud initiatives highlights the company’s dedication to trust and safety in digital marketing.

US Market Achievements: Uplify’s inclusion in the IAB US member directory, selection as a partner for the Possible 2024 conference, and recognition at CES 2025 are documented through official event and association listings, confirming the company’s industry standing and influence.

Performance Metrics: Internal reports and third-party articles confirm the 600% year-over-year growth in Latin America and the success of high-profile campaigns.

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Supporting Document

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