



Alumnus of the Week

Name: Gorka Anitua

Year of Completion: 2002

Programme of Study: BA Business & Marketing

Job Title: Product Director LATAM

Employer: Xaxis (A WPP Company)

What you liked about Hertfordshire Business School?

Two things I really appreciate about my studies at Hertfordshire Business School were its international orientation and the quality of the faculty. Teachers always encouraged us to reach for excellence in every aspect and we did. We had the motivation to go on and do better things because excellence became a part of who we were as individuals.

What you do in your job?

I am in charge of product definition and development for the Latin American region at Xaxis. Xaxis is a digital marketing company and part of the WPP Group that creates online audiences by aggregating premium quality inventory and data. We use data to identify individuals related to brands and then targeted them with a smarter media buying strategies. To do this we use innovative and state of the art technologies like DSPs and DMPs at the moment

Whom you would like to connect with in the Alumni Network?

It will be interesting to connect with alumni interested in online advertising, digital media buying and data provision, particularly those with a business focus in the online industry in Latin America.


Contact Details

Email: gorka.anitua@xaxis.com

Twitter: [@GorkaAnitua](https://twitter.com/GorkaAnitua)

LinkedIn: [Gorka Anitua](https://www.linkedin.com/in/GorkaAnitua)

Website: www.gorkaanitua.com

 Hertfordshire Business School Alumni Network

 Hertfordshire Business School Alumni Network

 @HertsHBSAlumni

Our Community Thriving Together

Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

go.herts.ac.uk/HBSalumni