

Name of the presenter: Uroš Žižek

Company: Castoola

Short bio:

Uroš Žižek is the Director of Technology at Castoola, with over 10 years of experience in the TV and media industry, focusing on digital and advertising products. A tech expert with a strong understanding of business strategy, Uroš works closely with sales, marketing, and engineering teams. He currently leads a team building and operating a managed platform for TV advertising, used by major broadcasters and telcos like Warner Bros. Discovery, SABC, Telekom Slovenije, and T-2.