



## PubMatic Appoints Sabrina Anand as Country Manager for Canada

May 13, 2026

**Appointment deepens PubMatic's commitment to the Canadian market as demand grows for AI-powered programmatic solutions across buy-side and publisher partnerships**

NO-HEADQUARTERS / REDWOOD CITY, Calif.--(BUSINESS WIRE)--May 13, 2026-- PubMatic (Nasdaq: PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced the appointment of Sabrina Anand as Country Manager for Canada. Based in Toronto, Anand will lead PubMatic's go-to-market strategy across the Canadian market, with responsibility for deepening relationships with buyers, agencies, and publishers and driving adoption of PubMatic's full product suite. She will report to Alan Fontevecchia, VP, Head of LATAM & Canada.

The appointment signals PubMatic's intent to build a more committed, tailored presence in Canada — a market served by premium publishers and a sophisticated agency community that increasingly demands direct, transparent programmatic partnerships. Anand's hire comes as PubMatic's [AgenticOS platform accelerates globally](#), with fully autonomous agentic campaigns now running across independent agencies, scaled buying platforms, and global brands — and as supply path optimization (SPO) relationships account for more than 50% of total PubMatic platform activity worldwide.

In her role, Anand will drive Canadian market growth across PubMatic's full product portfolio, including AgenticOS, Activate, Connect, and its data and curation capabilities, spanning CTV/OTT, mobile app, and web environments.

Anand is a seasoned ad tech leader with more than 14 years of experience in the Canadian market. She joins from TripleLift, where she served as Country Manager for Canada, overseeing the company's national strategy and operations and expanding partnerships with programmatic buyers and media owners.

"Sabrina is exactly the kind of leader this market calls for. She knows the Canadian ecosystem deeply, from the big agency relationships to the publisher dynamics, and brings real entrepreneurial energy to building something fresh," said Alan Fontevecchia, VP, Head of LATAM, & Canada, PubMatic. "Canada is a priority for us. We're growing in the region, with the full commitment and weight of our platform, and Sabrina is the right person to lead that effort."

"PubMatic has built a platform that is genuinely differentiated, from its supply path transparency to its agentic capabilities, and Canada is ready to embrace it," said Anand. "I've spent my career on both sides of the programmatic ecosystem in this market, and I know what Canadian buyers and publishers are looking for in a partner. I'm excited to bring PubMatic's technology and team to bear here in a meaningful way."

Canadian buyers, agencies, and publishers interested in partnering with PubMatic can visit [www.pubmatic.com](http://www.pubmatic.com) to learn more or connect with Sabrina and the team.

### About PubMatic

PubMatic (NASDAQ: PUBM) is the leading AI-powered ad tech company delivering digital advertising performance. Through an intelligent, unified platform that connects buyers, publishers, data partners, and commerce media networks, PubMatic delivers superior performance with greater transparency, control, and efficiency.

Since 2006, PubMatic has pioneered every major advance in programmatic advertising, from enabling the first OpenRTB transactions to embedding AI-driven optimization and privacy-focused innovation across its platform. With omnichannel scale, proven reliability, and a track record of continuous innovation, PubMatic is building a more intelligent, profitable, and sustainable open internet. Built to Connect. Powered to Perform.

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Press Contact:

Ashley Jacobson, Sr. Director of Corporate Marketing, [press@PubMatic.com](mailto:press@PubMatic.com)

Purpose North America, [PubMatic@PurposeNorthAmerica.com](mailto:PubMatic@PurposeNorthAmerica.com)

Source: PubMatic