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## Press Release

### **jovoto opens NYC office and appoints new president for American operations**

Leader in creative collaboration opens office in Flatiron District and appoints Peter Ryder to manage US operations

**New York, NY and Berlin, Germany – April 27, 2010 - [jovoto](#), a unique online platform that connects brands with creative collective intelligence to provide great ideas and relevant insight, has opened its first US office, in New York City.**

Trusted by leading brands such as Greenpeace, PayPal, Starbucks, and UNICEF, jovoto's unique creative collective intelligence model builds on the concept of 'crowdsourcing'—the art of engaging communities for collective intelligence and group feedback to provide innovative ideas and solutions. Its platform allows companies to harness creative energy from a current talent pool of more than 10,000 agency-caliber creatives with diverse backgrounds from graphic design, product development to copywriting.

The company was founded in Berlin, a metropolis that is regarded as an engine for creativity. Its US operations will be headed up by Peter Ryder, who joins jovoto as president, Americas, who will be based out of the company's new headquarters in New York's Flatiron District.

Peter joins jovoto from Deloitte Consulting, where he was director in the company's High Tech group. Before this, Peter was a senior partner at Computer Sciences Corporation. He has also held roles at Andersen Consulting (now Accenture). His past roles have given him first-hand experience in developing and managing technology services in the US and Europe, with an emphasis on delivering business results through technology-based transformation and innovation.

jovoto provides an open forum for creatives to collaborate on clients' creative briefs. Brands benefit from the creative input and from the dialog of the creative community which represents opinion leaders and early adopters. Furthermore, jovoto's social media campaign feature generates visibility about the contest within the social web while the contest is in process. Through this model jovoto has established a sustainable way to partner with creative talent based on openness and transparency,

which is reinforced by fair copyright handling and trustworthy payment mechanisms to set the highest standards within crowdsourcing market.

Bastian Unterberg, founder and CEO of jovoto, said: “Our business is creativity—we provide unparalleled innovation through the collaboration of creative talent from across the world to a range of businesses, from SMEs to global and household names. We are committed to the technology and mechanisms that make community interactions relevant and visible to produce exceptional results, always ensuring that the process is fair for both creatives and clients. We started in Berlin and know that New York offers the parallels: a thirst for creativity fuelled by young, creative minds that want to share ideas and inspiration. I’m sure that New York City and its innovation will inspire our US team as they absorb its creativity, originality and energy.”

Peter Ryder, jovoto’s newly-appointed president, Americas, said: “I’ve worked with technology firms for more than 20 years, and jovoto is one of the most innovative companies I have come across. The team, under Bastian’s vision and direction, has established a unique approach to the creative collaboration – and one that is fair for all parties, carefully managed to ensure transparency and relevance. The solution delivers outstanding innovation at a price point significantly below the cost of traditional creative sources. I look forward to growing the community, the jovoto team and our presence in the US, and sharing jovoto’s unique capabilities with marketers and business managers that know they need new ways to source creativity, but have yet to realize the power of managed collective creation.”

## **About jovoto**

jovoto is a unique online platform that delivers creative collective intelligence and builds on the concept of ‘crowdsourcing’. It establishes a sustainable partnership between brands that seek ideas and creative idea-driven individuals and communities.

jovoto’s vision is a new form of sourcing and working with creative talent to provide brands with great ideas, relevant insight and visibility, generated through social media. It is the only platform that provides a fair and collaborative environment for creatives and brands through the just treatment of property and patent rights, and democratic allocation of prize money through the promotion of community-based idea exchange.

The jovoto community of 10,000 agency-caliber creatives has delivered creative results to customers such as AirBerlin, Greenpeace, PayPal, Starbucks and UNICEF.

The company is privately held. It was established in 2007 at the University of the Arts Berlin by Bastian Unterberg , and has European headquarters in Berlin and US headquarters in New York City.

[www.jovoto.com](http://www.jovoto.com)