

21 new jobs to be created in Dublin by Chameleon Advertising Technologies

Friday, November 20, 2015: Minister for Jobs, Enterprise and Innovation, Richard Bruton TD today (Friday, November 20) announced that an Italian-owned company, Chameleon Advertising Technologies Ltd, will establish a new hub in Dublin, creating 21 jobs.

The Irish office, which is based in the Guinness Enterprise Centre in Dublin 8, will be responsible for all business activities, including software development, sales and marketing support for expansion into new markets.

The company was introduced to Ireland through ConnectIreland, the company responsible for delivering the Government's Succeed in Ireland initiative, as part of the Action Plan for Jobs, in association with IDA Ireland.

Welcoming the announcement, Minister Bruton said: "When we established ConnectIreland, the aim was to put Ireland in contact with smaller companies that we would otherwise not reach."

"Today's announcement that Italian company Chameleon AD is establishing an operation in Dublin 8 and creating 21 extra jobs is another important boost, and I wish Carlo and his team every success."

The company is majority owned and co-founded by Carlo Petito. He has relocated to Ireland and is joined within the organisation in Dublin by Roy Bellingham, CTO while Ruben Amoruso manages their ongoing operations in Italy.

Chameleon AD is a new technology company that has developed a native advertising platform as well as offering an Ad server for native advertising. Ads are integrated to the look and feel of site content and design to provide a better advertising and site user experience.

Chameleon selected Ireland as its headquarters for several reasons, Mr Petito explained. "We chose Dublin and Ireland because of the positive business environment, the infrastructure for growth, staff availability, support structures for finance as well as company set up.

"The networking opportunities and competitive corporation tax rate were also factors. There is an optimistic feeling about Dublin, be it from a business perspective or across the social environment," he said.

The Italian company chose to locate in the capital after Dubliner, Niall O'Connor signed up as a 'Connector' with ConnectIreland while travelling through Dublin Airport on a business trip to Rome. While in Rome, the tech expert met with Mr Petito and suggested that Dublin would be a great hub for their further expansion in Europe.

Welcoming Chameleon to Dublin, ConnectIreland CEO, Joanna Murphy, said: “Connectors such as Niall are selling Ireland as a great European hub as they do business abroad every day of the week. With 1,615 jobs approved in 12 counties, momentum is really gathering. We are delighted that Chameleon chose Dublin and we look forward to further jobs announcements before the end of the year.”

ENDS