



LEADERSHIP BIO

# Rebecca Allen

GENERAL MANAGER OF EUROPE

Rebecca Allen is Contently's General Manager of Europe. She leads Contently's rapidly expanding UK and European business out of London, with overall responsibility for sales and strategy in the region.

Rebecca comes to Contently from Outbrain, where she was responsible for mobile revenue and strategy in the UK. She has more than 15 years of business development and digital marketing experience, with past leadership roles at BrightTALK and HowTo TV. She brings a wealth of expertise in building international enterprise relationships and has an in-depth knowledge of video and B2B marketing. Rebecca is a hippie at heart and loves to travel and practice yoga.