

Tom Hanan, Founder and Managing Director

Short biography

Tom Hanan, Founder and Managing Director, is in charge of the strategic direction of Webrepublic and strategic customer development. He frequently speaks at industry events and is a member of the board at IAB Switzerland, where he is a part of the "Programmatic" focus group. In 2017, Tom received the Digital Lifetime Award from IAB Switzerland. The same year, Ernst & Young named him "Entrepreneur Of The Year" in honor of his entrepreneurial accomplishments.

In-depth biography

Tom Hanan, born in July 1971, discovered the world of digital marketing while studying in the US from 1994 to 1998, where he completed a bachelor's degree (BBA) at the University of Denver with a double major in marketing and astronomy.

He launched his digital marketing career at Multimedia Development (MMD), a subsidiary of Publigroupe, and was a key account manager from 1998 to 2000. During this time, he was also responsible for marketing for Yahoo!, which in 2000 offered him a position expanding advertising for Yahoo! Switzerland. Tom thus became the very first Yahoo! in Switzerland. After the dot-com bubble burst, Yahoo! decided to close its Swiss office among others in 2003.

Before enjoying a brief stint as a skipper, Tom sent an unsolicited email application to Google on a whim. At the time, Google was planning to open an office in Switzerland, and it offered him the role of Head of Sales. In 2004, Tom became the first employee at the Swiss Google office, leading the company's agency business in this position through to 2009.

During his work at Google, Tom realized that there was room on the Swiss market for a digital marketing agency that used a scientific approach to the design and optimization of online campaigns in order to fully exploit the potential of the data. So in August 2009, he founded Webrepublic.

As Founder and Managing Director, Tom is currently in charge of Webrepublic's strategic direction and strategic customer development. He also frequently speaks at industry events and is a member of the board at IAB Switzerland, where he is part of the "Programmatic" focus group. Tom was honored with the Digital Lifetime Award by the Interactive Advertising Bureau Switzerland (IAB) as a result of his dedication to the advertising industry and entrepreneurial accomplishments. On October 27 of the same year, Ernst & Young (EY) named him EY Entrepreneur Of The Year™ in Switzerland in the Retail/Service category.