



Brandtech announces new Global CFO and \$115MM raise to accelerate lead in Gen AI

Former Lazard International CEO Matthieu Bucaille joins Group as CFO, following \$115MM Series C raise as the Group continues to widen the gap in its lead in generative AI in marketing

New York, New York, 28 March 2024: The Brandtech Group announces today that Matthieu Bucaille, ex-CEO Lazard International, has joined the company as Global Chief Financial Officer. Bucaille joins following an illustrious 25+ year career at financial advisory and asset management firm Lazard, with several senior roles including Global CFO of publicly listed Lazard Ltd. (NYSE LAZ) from 2011 to 2017.

Founding partner and the Group's current Global Chief Financial Officer, Jean-Marc Antoni, will retire into a part-time advisory role from January, 2025.

Bucaille joins the group following a \$115MM Series C raise to build on the Group's substantial market-leading position in Generative AI, by further scaling and making additional investments and acquisitions.

This news comes as Pencil, Brandtech's Gen AI marketing platform, was named this month by Fast Company as one of the World's Most Innovative Companies ("[This AI platform has made and modeled a million ads](#)") - the only Generative AI marketing company to be recognized.

The Brandtech Group was launched in 2015 with a founding belief that all marketing could be done better, faster and cheaper using technology. Machine-generated content and AI were founding pillars and several of Brandtech's launch pronouncements ruffled feathers¹.

Over the years Brandtech invested in AI chatbots (2016), AI media planning (2016), AI data (2017), and AI 'mind twins' (2018), which included an AI version of Deepak Chopra, 'Digital Deepak', unveiled in 2021. The Group's AI investments culminated in the acquisition of 100% of Pencil, founded in 2018, and the only generative AI marketing company that has made over 1MM gen AI ads and is powered by \$1BN in media spend across 5,000 brands, enabling it to predict performance as well as generate marketing assets. Typically, Pencil's ads are 10x faster, with 2x better performance than a brand's usual baseline, as well as being significantly cheaper.

The Brandtech Group has grown dramatically with an average annual organic growth rate of over 20 percent since launch, to become the largest global digital content and generative AI partner for many of the world's biggest brands, technology platforms and companies. It works with eight of the world's top 10 global advertisers and 49 of the world's top 100.

Incoming Brandtech Group CFO Matthieu Bucaille says: "David presented the original Brandtech deck to me in 2015 and told me how artificial intelligence and technology was going to change marketing beyond all belief - it's been remarkable to watch that happen, despite so many people dismissing it at the time, and to see how they have built the #1 Gen AI marketing group in the world. The opportunity to join this adventure is particularly exciting at a time when you realize how challenged the old legacy ad business model is going to be and how perfect Brandtech's timing and model is in comparison. I relish partnering with David, Jean-Marc and the Brandtech team to play a key role in the disruption of marketing."

Brandtech Group Founder and CEO David Jones says: "When OpenAI founder Sam Altman provocatively said, "[AI Will Handle "95%" of Marketing Work Done by Agencies and Creatives](#)," the traditional legacy industry was up in arms. We, on the other hand, said: "That's exactly why we built the Brandtech Group." The mobile phone made everyone a creator - gen AI makes everyone an ad agency - that may not be very good news for traditional legacy agencies with 100,000 employees, but it's going to be great for the world of marketing in general. Gen AI is going to profoundly change, not just every aspect of marketing, but the whole of business. I couldn't be more excited to have Matthieu join and partner with me to accelerate our lead in the gen AI marketing space. It's going to be a wild few years! Jean-Marc has been the most incredible co-founder, I'd like to thank him for his immense contribution."

Brandtech Partner and Head of Emerging Technologies Rebecca Sykes says: "We're seeing incredible momentum as our large enterprise clients move into a phase of real, practical adoption of Gen AI, revolutionizing some of the most painful aspects of marketing quickly, relevantly and at unprecedented scale. Part of our approach has been in helping clients overcome their fears and embrace the space safely, through sharing our knowledge amassed since 2018; our legal/ethical frameworks; negotiating best-in-market terms with all the leading foundation models as well as demonstrating technical mitigations built into our own tool, Pencil."

Outgoing Global CFO Jean-Marc Antoni says: "I am very proud of what we have achieved so far - it has been a truly remarkable and exciting journey to date building Brandtech. I am happy to hand over my Global CFO position to Matthieu, who brings the right skill set for the next growth stage which will be built on Gen AI. I will of course remain a Founding Partner forever and will continue to support Brandtech as much as needed."

Bucaille's new role begins immediately.

ENDS

References:

1. [Campaign](#)

Background:

[David Jones in Forbes in 2019](#), predicting the impact AI would have on marketing: "If I had to label the next phase (of marketing) it would be 'the intelligence economy.' By that I mean all the amazing things that Artificial Intelligence (AI) is going to enable. I don't think we yet comprehend just how massive its impact will be on everything from content creation and distribution to customer service to entire business models. That's why we're making a lot of investments in the space."

[David Jones in 2015 launch interview](#): "Five percent of the world are creative geniuses. There will always be huge demand for them and we would like to hire them. But 95 percent don't deliver much that is original or fantastic. I'd rather have a fast, efficient machine than a slow, grumpy creative person with a massive ego."

[David Jones in The Guardian, 2015](#): "Technology now enables every part of the brand-building process to be done better, faster and cheaper – from creating content, to producing it, to sharing it, to targeting and measuring. And it's also created a global creative department of more than 1 billion people, all of whom can now create, produce and share. We're building a new technology group that aims to leverage all of this for brands."

[David Jones discusses his approach](#) on a recent podcast with one of Brandtech's key early investors, Baillie Gifford / Scottish Mortgage, who are among the largest and earliest investors in a string of companies that reads like a Who's Who of Tech - from Amazon to Alibaba Group, to ByteDance, Tencent, Tesla and NVIDIA.

About The Brandtech Group

The Brandtech Group is the world's #1 digital-only marketing group and the leading global generative AI marketing company.

It was founded in June 2015 (as You & Mr Jones) by former Havas Global CEO David Jones, with the simple mission to help brands do their marketing better, faster and cheaper using technology. It was renamed The Brandtech Group in January 2022.

Today it is the largest global digital content partner for many of the world's biggest brands and companies, often using its unique in-housing model. It works with eight of the world's top 10 global advertisers and 49 of the world's top 100. Clients include Google, Microsoft, Unilever, LVMH, Morgan Stanley, Bayer, TikTok, Diageo, Reckitt and Renault-Nissan.

Its most recent acquisition was Pencil, the only generative AI marketing company that is powered by \$1BN in media spend across 5,000 brands. Typically, Pencil's ads are 10x faster, with 2x better

performance than a brand's usual baseline. Working with the Group, Pencil launched a new tool, Pencil Pro, which is specifically designed for major global brands and has an industry-leading approach to brand safety, data ringfencing, IP ownership, copyright protection and other policies.

In addition, the Group invests in cutting-edge marketing technology companies and has been active in the AI, AR and the metaverse spaces since 2015. The Group was the very first external investor in Niantic (creators of Pokémon Go), alongside other investments such as AI Foundation (2018), Automat (AI chatbots, 2016), Elsy (AI media planning, 2016), Jivox (dynamic automated content, 2016), Crossing Minds (deep learning AI recommendation system, 2017), VidMob (automated content, 2018), CreativeX (AI-driven content optimization, 2022), Zappar (AR, 2017), Provenance (blockchain, 2022) and GGP (the world's largest gaming fund).

The Group is one of the most prominent marketing industry voices on the prediction and movement to AI-driven marketing, including generative AI. It was named one of the World's Most Innovative Companies 2021 by Fast Company, and by CB Insights as one of the World's Most Valuable Private Unicorns.

thebrandtechgroup.com

For more information, please contact: