

Lucia Mastromauro Named Deliveroo's VP of Advertising

U.K.-based food delivery company Deliveroo named Lucia Mastromauro as its new vice president of advertising in a move to bolster its retail media network, Deliveroo Media.

In this role, Mastromauro will be responsible for Deliveroo's advertising business, including strategy, product innovation, commercial growth, and operations across all markets.

Mastromauro joins Deliveroo from Choreograph, WPP's data and technology consultancy, where she was managing director.

Her addition to Deliveroo comes as the company is set to be acquired by DoorDash, which announced the \$3.9 billion transaction earlier this month.

The acquisition expands DoorDash's reach to nine new countries where Deliveroo operates: Belgium, France, Italy, Ireland, Kuwait, Qatar, Singapore, the United Arab Emirates, and the U.K.

With that additional footprint, DoorDash will cover more than 40 countries, with a combined population exceeding 1 billion people.

"Lucia's expertise and proven track record in digital media and client strategy make her perfectly placed to lead the next phase of growth for Deliveroo Media," said Deliveroo chief business officer Carlo Mocci in a statement. "We've built a compelling retail media proposition that's becoming a key part of our business model and revenue, and with the combination of new talent like Lucia and our ambitious strategy, we're well-positioned to scale our advertising offer and deliver even

greater value to our partners.”

Mastromauro added: “As the digital advertising landscape evolves, brands are looking for more relevant and meaningful ways to connect with consumers, and Deliveroo is uniquely positioned to deliver on that. I am excited to help shape what comes next and build on our mission to help brands ‘Deliver Meaningful Moments Now.’”

Recommended videos

<https://www.adweek.com/commerce/lucia-mastromauro-named-deliverooos-vp-of-advertising/>