

Reference

Mr. Pedro Pestana, born on August 21, 1985, was employed in our company from September 1, 2019 to February 28, 2025, most recently as a Team Lead, Offerwall Tech Ops in the department AGP Tech. He initially attended to the tasks of the Support Operations Manager in the department Technical Services. Based on his performance, Mr. Pestana was promoted on March 1, 2020 and assumed the role of Senior Support Operations Manager. On October 1, 2022 Mr. Pestana was offered the role of Team Lead, Offerwall Tech Ops, which he performed from that time.

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Mr Pestana's responsibilities included, but were not limited to:

Customer Support Operations

- Team Leadership & Management: Lead and mentor a team of support agents, ensuring high performance and continuous development
- Process Optimization: Design and implement scalable support processes, SLAs, and KPIs to ensure consistent, high-quality service
- Customer Experience Enhancement: Analyze feedback and support trends to identify pain points and propose product or service improvements
- Tool Management: Manage and optimize support platforms (Zendesk), ensuring proper ticket handling, categorization, and reporting
- Cross-functional Collaboration: Work with Product, Engineering, and Sales teams to resolve escalations, communicate customer needs, and drive improvements
- Knowledge Base Oversight: Develop and maintain internal and external documentation, FAQs, and self-help content
- Managing and planning budget of all resources and vendors
- Optimize costs via process optimization

Fraud Prevention & Investigation

- Cross-functional process set-up: Set-up the process to manage and handle fraud claims across finance, accounting and the commercial organization
- Fraud Strategy Development: Establish and enforce protocols to detect, investigate, and mitigate fraudulent activities across the ad platform
- Collaboration with Engineering: Partner with data science and engineering teams to implement machine learning and rules-based fraud detection systems
- Incident Management: Lead investigations into fraud incidents, coordinate response efforts, and communicate findings to stakeholders
- Vendor & Partner Coordination: Liaise with third-party fraud detection providers and ensure integration and reporting meet company standards

Reporting & Insights

- Performance Reporting: Develop dashboards and reports to track support metrics and fraud KPIs; present insights to senior leadership
- Forecasting & Resource Planning: Analyze volume trends to optimize budget planning

Strategic Initiatives

- Customer Retention Support: Work closely with account managers to provide proactive support for key clients, reducing churn risk.
- Automation & Efficiency Projects: Lead initiatives to reduce manual workload via automation, AI, or better tooling.
- Regulatory Compliance: Ensure support and fraud processes comply with relevant data privacy and industry regulations (e.g., GDPR)

Due to his outstanding technical skills, Mr. Pestana mastered his role absolutely assuredly at all times and he could also be entrusted with complex tasks. With great success he constantly expanded his knowledge on his own initiative and thus, has an extensive and very detailed expertise. In addition, he possesses a keen analytical intellectual capacity and extremely rapid powers of perception, meaning that he resolved even the most difficult scenarios with absolute assuredness and confidence at all times. In every respect, he was eminently up to all the efforts and burdens of his challenging activities. He also coped very well particularly with the varying activities during night duty, and achieved excellent work results. Aside from that, he possessed a constantly swift, systematic and absolutely effective working style. In this respect Mr. Pestana continuously worked with a high degree of self-reliance. In addition, he fulfilled his tasks in a very highly motivated manner throughout, and always directed his personal efforts towards the operational volumes of work. Despite the tight schedule stipulations, and the sometimes difficult working situation, Mr. Pestana consistently achieved excellent work results. His performance deserves our highest esteem. It perfectly satisfied our expectations in every respect. Due to his constantly friendly and polite manner he was highly valued by all. His bearing towards our clients always fulfilled the highest standards. Due to his constantly extremely friendly and prudent bearing, he was always very popular among them.

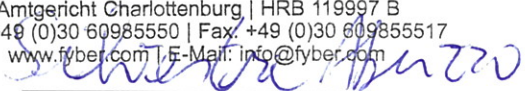
The employment contract ends on February 28, 2025. We regret his leaving very much and would like to thank Mr. Pestana for his active and productive work in the wide range of tasks, his consistently excellent performance and very pleasant collaboration at all times. We wish Mr. Pestana all the best and every success in his future professional and private life.

Berlin, February 28, 2025

Fyber GmbH

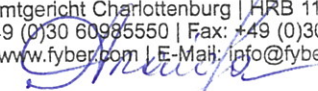
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