



AVOW Appoints Chloé Perrin as Vice President of Client Strategy to Accelerate OEM-Driven Growth for Global App Marketers

Berlin, 19 May 2026 - [AVOW](#), the award-winning global app growth company specializing in mobile OEM advertising, today announced the appointment of Chloé Perrin as Vice President of Client Strategy.

The appointment is a direct investment in strengthening AVOW's ability to deliver measurable growth for its global client base - from scaling user acquisition to improving performance, retention, and long-term value across OEM channels.

Chloé Perrin - Vice President of Client Strategy

Chloé Perrin joins AVOW to lead Client Strategy globally, taking full ownership of the company's global Client Strategy organization, with a clear mandate: to drive stronger ROI for clients and scale long-term growth across OEM inventory.

She brings over a decade of experience in app growth and mobile performance marketing, with a strong track record of helping advertisers unlock underutilized high-growth inventory sources that traditional channels miss.

She will lead AVOW's global Client Strategy function, overseeing the entire global team of Client Strategy Managers and OEM specialists to help brands leverage partners such as Xiaomi, Huawei, Honor, OPPO, vivo, and Samsung to reach users directly at the device level - through Dynamic Preloads, native placements, and alternative app stores that enable scalable, high-quality acquisition.

Chloé is known for combining strategic guidance with hands-on execution, supporting clients in expanding across SEA, the US, LATAM, and EMEA. Across verticals including gaming, fintech, lifestyle, entertainment, and ecommerce, she has consistently delivered acquisition efficiency, retention uplift, and revenue growth at scale.

Prior to joining AVOW, Chloé was Co-founder of Dreamin, a mobile growth agency, where she developed and executed growth strategies for global app advertisers - bringing an entrepreneurial mindset to her approach to client strategy today.

“I’m excited to join AVOW at such a pivotal moment for the OEM space. What stood out to me immediately is the strength and expertise of the team - there’s a real depth of knowledge and ambition here. My focus is to build on that foundation and help our clients scale efficiently by making OEM a core part of their growth strategy.”

— Chloé Perrin, VP Client Strategy, AVOW

Robert Wildner, CEO and Co-founder of AVOW, commented:

“I’m genuinely proud to welcome Chloé to AVOW. She brings exactly the combination of strategic thinking, hands-on execution, and entrepreneurial mindset that our clients need to scale globally. Her focus is clear: driving stronger ROI and helping our partners unlock the full potential of OEM advertising.”

About AVOW

[AVOW](#) is an award-winning, global app growth company specializing in mobile OEM advertising. Founded with the vision to revolutionize mobile OEM advertising, AVOW has rapidly emerged as an industry leader with more than 100 advertisers on their roster. Through its partnerships with 13 premium mobile OEMs and its proprietary tech AVOW Intelligence, the company provides access to over 1.85 billion daily active users and offers clients over 10 million monthly downloads.

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