



Libsyn's Julep Expands into Spain

Appoints Audio & Sales Experts to Support Growth in the Region

PITTSBURGH, February 1, 2023 – [Julep Media GmbH](#) (“Julep”), Germany’s largest independent platform for podcast advertising. – a [Liberated Syndication Inc.](#) (“Libsyn”) company, today announced its expansion into Spain with a localized version of its podcast platform and the appointment of two audio and sales experts to drive growth for the region. Based in Madrid, Madelón Lánchez (previously at LBK. Immersive Audio Productions, S.L.), will be responsible for Partner Management, and Javier Huertas, based in Barcelona (previously at TikTok and Httpool, where he was Spotify Partner Director), will serve as Country Director, Spain.

Julep has been part of Libsyn, the leading U.S.-based all-in-one podcasting platform for creators and advertisers, since 2022. The acquisition bolstered Libsyn’s presence in international markets, enabling the company to become the global destination for creators looking to monetize and brands looking for exposure to the fast-growing podcast media market. In addition to its core market of Germany, Julep is already active in Austria and Switzerland. Spain marks Julep’s fourth European territory, with continued international expansion for the Libsyn subsidiary expected this year.

New Roles for CEO Steffen Hopf and Vice President, Sales Maik Lenze

Effective immediately, Steffen Hopf and Maik Lenze are taking on added roles as a result of the expansion. In addition to his role as CEO of Julep, Steffen Hopf has been appointed Head of International at Libsyn and will focus on driving further growth across Europe. Maik Lenze, Vice President of Sales at Julep since July 2020, is also Country Director for Germany, Austria, and Switzerland, taking on primary responsibility for Sales and Podcast Artist Management in the D (“Germany”), A (“Austria”) and CH (“Switzerland”) region.

Steffen Hopf, CEO, Julep and Head of International, Libsyn, stated: “By entering the Spanish market, we are continuing to scale our growth internationally with the active support of our parent company, Libsyn. I am pleased to welcome Madelón Lánchez and Javier Huertas, two proven sales and audio experts in Spain, to our world-class team. I am also delighted that the operational development of our business in the DACH region will be led by Maik Lenze. I wish everyone great success in their new roles.”

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading all-in-one podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio content. In 2021, the Company hosted over 75,000 shows with 5.8 million podcast episodes and delivered over 6 billion downloads to listeners globally. Libsyn’s [AdvertiseCast](#) marketplace combines an industry-leading ad buying and management platform with full-service capabilities that make it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns on over 3,000 shows. Based in Munich, Germany, Libsyn’s [Julep Media](#) platform is the leading podcasting hosting platform and advertising marketplace in Europe. Libsyn also powers podcast membership platform, [Glow](#), and web hosting platform, [Pair Networks](#). Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

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