

A passionate leader in the outdoor media space with a history in sales and marketing for fast growing outdoor companies. My outdoor career began with the reversal of Sale Point Posters, NY from a money losing firm to an exceedingly profitable billboard company that converted with an 8 multiple EBIDTA sale to Vista Media, now Lamar Advertising Company. I then spent 17 years with Van Wagner Outdoor in different sales leadership positions where we grew over 17 years from a small billboard company that ended in a \$700 million dollar sale to Outfront Media in 2015. Today, I am the Regional VP at Clear Channel Outdoor, managing the IPG and WPP relationships with some focus on product development. I am here today to share our new closed loop outdoor solution for pharma.