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## **Red Bee Media Appoints New Commercial Director**

Red Bee Media has appointed Adam Poulter to the role of Executive Commercial Director. Adam joins the Executive Management Team, reporting to Pam Masters, CEO, Red Bee Media.

Adam has over 20 years experience in sales and business development roles in the media industry including TV, online services, digital technology and creative services in the UK, Europe and US. He was most recently Group Managing Director – Europe of MIVA, the world's largest independent online paid search/pay per click (PPC) business.

Previously, Adam was CEO at digital content distribution specialist IMD, which successfully negotiated two large third party broadcast tenders with ITV and BSkyB. He also spent seven years at Carlton Communications Plc, where he developed the business model and led the US start up of cinema advertising network, Screenvision. Under Adam's leadership, Screenvision built advertising revenues of \$110 million within two years before expanding across eight European territories.

Other positions previously held by Adam include a directorship at TDI UK Ltd, now Viacom Outdoor as well as senior media roles at Leo Burnett and Bartle, Bogle, Hegarty.

Pam Masters, CEO at Red Bee Media, says: "I am delighted to welcome Adam to Red Bee Media. His global commercial experience will help take Red Bee Media to the next level. We've had a year of expansion and growth, and Adam will be instrumental as we continue to build the brand and expand our services into more territories."

Adam Poulter says: "Timing is everything and I am thrilled to be joining Red Bee Media when the media industry is so dynamic and changing rapidly. The suite of services that the company offers enables media owners and brands to reach more consumers, which is an exciting proposition."

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