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## GEN MEDIA PARTNERS HIRES DIGITAL SALES EXECUTIVE JIM BRANDT TO LEAD DIGITAL REVENUE GROWTH FOR ITS RADIO AND OTHER MEDIA PARTNERS



**New York, New York – April 12, 2016 -- Gen Media Partners (GMP)** is proud to announce it has hired **Jim Brandt** as Senior Vice President, Digital to maximize revenue opportunities across digital platforms from radio, TV, malls, mobile, and streaming, as well as the company's HRN Network and [retargetingplus.com](http://retargetingplus.com) website.

"We are tapping into digital advertising budgets, which are growing at a tremendous pace," stated **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. "Jim is a performance-driven sales executive who has the connections at Fortune 500 brands and at digital agencies and departments to grab more share of ad dollars for our media partners. His ability to design multi-platform advertising solutions will be an asset to brand marketers, agencies, and our media clients, and his knowledge of advanced digital advertising technology will be valuable as agencies move more into programmatic buying."

"Advertisers are looking for strong consumer connections and efficient buying tools," Brandt commented. "By combining the influential-marketing attributes of radio with the appeal of digital, mobile, and social media, we can get digital advertisers excited about using radio. Programmatic buying has proliferated from the digital platform to other media, and the agencies and advertisers want -- and need -- a single-source solution for multi-media campaigns that follow their target consumer."

Brandt has an impressive background of generating multi-media-dollar ad deals and forging content partnerships. His deep relationships with digital content publishers will allow Gen Media Partners to explore unique collaborations that can accomplish myriad goals for radio partners, such as driving station website traffic and increasing mobile app downloads.

At Viacom, Brandt was instrumental in tripling ad sales with multi-platform campaigns. At Vivendi Universal, he aggressively managed a client-oriented team to drive business growth from \$2 million to \$40+ million in just one year. Prior to joining Gen Media Partners, Brandt was Senior Vice President, Publisher Sales for Sprinkle and, before that, he held a similar position at NTENT. Brandt led the start-up of Interep Interactive in the early days of digital advertising.



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**About Gen Media Partners:** [www.genmediapartners.com](http://www.genmediapartners.com)

**Gen Media Partners** is an integrated sales and marketing company that connects consumers with advertisers' brands by leveraging the benefits of the media assets it represents, individually or as part of a multi-platform campaign, across national, regional, and local levels. Gen Media Partners steers the operations of **McGavren Guild Media, Local Focus, HRN Media Network, MG Malls**, and more. The combined resources of McGavren Guild Media and Local Focus make Gen Media Partners the largest Independent radio representation firm in the U.S., offering advertisers and their agencies a platform of more than 1000 Radio Stations in 330 Markets and 98 percent coverage across the country. With a full suite of cross-media assets, including radio, outdoor, malls, audio, digital, social, experiential, and events, Gen Media Partners breaks through traditional media boundaries and empowers its sales and marketing experts to develop campaigns that drive ROI for advertisers and agencies and deliver revenue to its radio station clients. This new multi-level model for media sales representation is The Gen Media Approach.

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