

Jivox Adds Former CBS and BlueLithium Executives to Management Team

Dan Ackerman Joins Online Video Advertising Service as VP of Sales; Sarah Shoshana David Joins as VP of Product Management

San Mateo, California (PRWeb), October 1, 2008 – Jivox, the online video advertising service that helps small and medium-sized businesses reach local customers, today announced that it has added two new executives to the management team. Dan Ackerman has joined the company as vice president of sales, where he will be responsible for expanding the number and breadth of small and medium-sized businesses that are using the Jivox online video advertising service. Sarah Shoshana David has joined the company as vice president of product management, where she will be responsible for developing the Jivox AdSlate platform and Publisher Network.

Dan Ackerman is an entrepreneurial executive with extensive media sales and sales management experience in television, online, event marketing, sales promotions, product placement and branded entertainment. Prior to joining Jivox, Ackerman was Director of Sales for the CBS Television Station Group in the San Francisco Bay Area where he was responsible for managing the sales organization that developed and sold cross-platform advertising and marketing solutions to national, regional and local brands, advertisers and organizations. During his tenure with CBS, he successfully led the sales of online and offline media assets for CBS-owned television stations across the U.S. Dan was responsible for significant revenue growth and achieving #1 online advertising sales status out of nine markets. Prior to CBS, Dan managed sponsorship sales for NBA, NHL and NFL franchises in Washington, D.C. and Philadelphia.

Sarah Shoshana David comes to Jivox from BlueLithium, a company that was acquired by Yahoo and is the world's third largest advertising network. At Blue Lithium, she served as founder and General Manager of the company's first independent business unit, where she dramatically increased revenue, margins and advertisers and decreased churn. Prior to BlueLithium, Sarah spent three years at performance-based online advertising leader QuinStreet, where she led teams in campaigns spanning SEM, SEO and email marketing. She started her career at Software Publishing Corporation, producer of Harvard Graphics, and was an early employee at Electronics for Imaging, producer of the award-winning software Cachet 1.0, named Product of the Year by MacWorld magazine.

"We are very pleased to add two highly experienced online marketing executives to the Jivox management team," said Diaz Nesamoney, founder and CEO of Jivox. "Dan and Sarah have played strategic roles with high-growth companies, and we look forward to working with both of them as we continue to grow Jivox globally."

About Jivox

Jivox helps small businesses reach customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes hundreds of local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

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