

NY Interconnect

NY Interconnect Hires Media Vets to Complete Executive Leadership Team

Re-launched ad sales powerhouse fills key roles to help drive multi-screen audience targeting initiatives in the #1 market

New York , July 16, 2018 (Newsire.com) - New York Interconnect (NYI) announced the appointment of Charlie Holmes to Senior Vice President of Sales, Bill Little to Chief Financial Officer, Karen Au Claro to Chief Legal Counsel, and Betsy Rella to Vice President of Research and Data.

Previously a division of Altice Media Solutions, Altice USA, the new NYI LLC re-launched in April 2018 based on a strategic joint venture between Altice USA, Charter and Comcast, as well as affiliated MVPD's that include Fios, DIRECTV, and Dish; as a result, the organization is now the largest interconnected market in the US, with more than 6.2 million households in the New York DMA.

The addition of four seasoned media professionals gives NYI a full leadership team as it rolls out its Audience One platform, which allows brands and marketers to discover and target audiences across TV, digital, VOD, and OTT.

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— ED RENICKER
CEO

"The NYI management team is complete," Ed Renicker, CEO of NYI said. "We took the time to find the right people for these positions. Charlie, Bill, Karen, and Betsy have unparalleled track records of success, and they will be integral as we pioneer multi-screen addressable, audience targeting, and measurement into the market."

Charlie Holmes brings over 30 years of sales experience to NYI, having recently served as Vice President and General Manager of NCC Media. In this capacity, he was responsible for leading sales teams and managing the company's linear programmatic platform Passport and local advertising sales product I+. Now, as Senior Vice President of Sales, Holmes will set and execute the company's sales strategy, leading a team of 30+ to grow ROI through client acquisition and retention among agencies, brands, and programmers.

Bill Little joins NYI from DIRECTV, where he was most recently Senior Vice President of Finance and Business Development. In this role, he managed and evaluated global business development and strategy, financial operations and reporting, global treasury management, corporate acquisitions, and commercial partnerships. As Chief Financial Officer, Little will manage the company's financial operations, including all pricing strategy, planning, forecasting, budgeting, and capital allocation.

Karen Au Claro brings over 20 years of media law expertise to NYI. She was most recently Senior Vice President of Law – Local Media and Ad Sales for Cablevision. Prior to that, she was Vice President of Legal Affairs – Sports and Entertainment at AMC Networks. In her new role as Chief Legal Counsel, Au Claro will oversee all of the company's legal strategies, external transactions, and corporate matters.

A seasoned research and analytics media professional, Betsy Rella joins NYI from TiVo, where she most recently served as Senior Director of Data Monetization and Analytics and Vice President of Research. In her new role as Vice President of Research and Data, Rella will develop and drive the company's data products and strategies, leverage research insights to grow sales, and create and maintain relationships with third-party data providers.

The four new hires join a previously announced executive team consisting of: Tom Donohue, Chief Operating Officer; John Verre, Senior Vice President of National Sales, Business Development, and Strategy; Dana Barakat, Vice President of Marketing and Client Services; and Judy Courtney, Vice President of Human Resources.

About NYI

The NY Interconnect (NYI) is a joint venture among Altice USA, Charter Communications, and Comcast that offers advertisers a seamless, integrated solution to reach more than 6.2 million households in the largest advertising market in the country. In addition to the households served by the three founding members of NYI, advertising clients will also have access to those households served by Fios, DIRECTV, Dish, RCN, Service Electric and Blue Ridge in the New York DMA. By utilizing Audience One, NYI's robust advertising technology platform, marketers will have the ability to strategically reach television and digital audiences in the NY DMA through linear, addressable TV, and IP technologies. Campaigns are executed on the top 85 hit cable networks, including News 12 and Spectrum News NY1, as well as through VOD and OTT.

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