



## appssavvy Bolsters Management Team with Two New Vice Presidents

*Robert Victor leading product and strategy and Tyson Daugherty heading business development; appssavvy also adds seven other new employees to rapidly growing team*

**NEW YORK – Oct. 25, 2010** – Fresh off recognition by *Advertising Age* as one of the Best Places to Work in Marketing & Media ([http://adage.com/bestplaces2010/article?article\\_id=145945](http://adage.com/bestplaces2010/article?article_id=145945)), appssavvy ([www.appssavvy.com](http://www.appssavvy.com)) today announced the hiring of two Vice Presidents – Robert Victor and Tyson Daugherty – bolstering the company’s management team, and seven other new employees.

“We are focused on connecting brands and people through social activity and that begins with rethinking the relationship between the delivery and reception of advertising,” said Chris Cunningham, co-founder and CEO of appssavvy. “The addition of proven industry leaders, such as Robert and Tyson, as well as our seven new team members, is our latest step in driving forward our mission.”

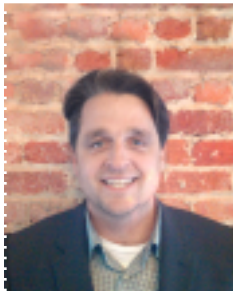
### Robert Victor, Vice President, Product and Strategy



Victor joins appssavvy from The Nuspoke Group, where he was a founder and managing partner. At Nuspoke, he worked with a variety of companies including: technology and media startups, investment banks, and international telecommunications companies. As a consultant, Victor often took leadership roles within his clients’ product management and marketing organizations.

Prior to forming Nuspoke, Victor was responsible for mobile display monetization at Google and led emerging media products for DoubleClick. He holds a degree from Cornell University in Operations Research and Industrial Engineering and studied Marketing Strategy and Branding at New York University.

### Tyson Daugherty, Vice President, Business Development



Daugherty arrives at appssavvy from Future US, where he was vice president, Internet development. At Future US, Daugherty steered online strategy and execution, and managed a team of more than 30 employees responsible for building and operating online products in video games, technology, sports, entertainment and music sectors. Through a combination of building, buying, partnering and marketing, he drove growth of the online product portfolio from seven million to 20 million monthly unique users.

Previously, Daugherty was general manager and vice president of business development at Bolt, where he worked with appssavvy’s Cunningham. Daugherty is an entrepreneur at his core and previously founded two Internet companies, Gigmania and Pixelfixx, in the music and gaming sectors respectively. Daugherty holds an MBA from Insead in France, where he founded iMEG (Insead Media and Entertainment Group) and is a graduate of Tulane University.



Also, joining the appssavvy team include Natalie Cramer, Client Services Manager; Trena De Landro, Publisher Services Manager; Seth Dovev, Client Services Manager; Jodi Goldin, Client Services Manager; Hannah Kanstroom, Publisher Services Manager; Deirdre O’Connor, Sales Director, East Coast; and Lindsay Van Kirk, Client Services Manager.

### Natalie Cramer, Client Services Manager

Cramer joins appssavvy as client services manager. Previously, she worked in direct marketing at Gold’s Gym and earned various leadership roles in advertising at Johnson & Wales University where Cramer graduated with a B.S. in Marketing.



**Trena De Landro, Publisher Services Manager**

De Landro previously worked in media at Lat49 Media, CFO Magazine and Ringleader Digital. She earned a B.S. in Leadership and Management Studies from New York University.

**Seth Dovev, Client Services Manager**

Dovev arrives at appssavvy from Media Contacts (part of Havas Digital) where he worked as a media buyer and planner on teams, including Volvo, Goodyear Tires, Panasonic and AutoZone. Dovev graduated with a B.A. in Communications from the University of Massachusetts.

**Jodi Goldin, Client Services Manager**

Goldin arrives at appssavvy from quadrantONE, an online newspaper company, representing and owned by Tribune Company, Gannett Co. Inc., The Hearst Corporation and The New York Times Company. Previously, she was an account executive for National Cable Communications Media, a cable television rep firm advertising on Comcast, Time Warner, Cox Media and Verizon FiOS and other cable system providers. Goldin holds a B.A. in Media Studies from Pennsylvania State University.

**Hannah Kanstroom, Publisher Services Manager**

Kanstroom joins appssavvy as publisher services manager. She arrives at the company from Boston College where she graduated Cum Laude earlier this year.

**Deirdre O'Connor, Sales Director, East Coast**

O'Connor joins appssavvy from Time Inc's Cooking Light property where she maintained and cultivated relationships with leading advertisers, including PepsiCo, GlaxoSmithKline and Campbell's, among others. O'Connor also spent time at Time properties, such as ALL YOU and Teen People, and worked at Miller Dixon Media leading ad sales efforts for Hallmark Magazine and hallmark.com. She earned a B.A. from the College of Holy Cross.

**Lindsay Van Kirk, Client Services Manager**

Van Kirk arrives at appssavvy from Abrams Research where she created and executed digital platform and conversation analyses and audience development solutions for clients. Van Kirk is a graduate of Georgetown University earning a degree in Culture and Politics with a Media Studies focus.

In addition to recently being named one of Advertising Age's Best Places to Work in Marketing & Media, *Crain's New York Business*, also named appssavvy one of the Best Places to Work, ranking #17 on the annual award list late last year (<http://bit.ly/craainsbestplacestowork>). Interested candidates can learn more at <http://www.appssavvy.com/socialize/employment>.

**About appssavvy**

appssavvy rethinks the relationship between delivery and reception of advertising. We partner with leading web publishers and developers to uncover what people are doing across the Internet. Understanding people and their actions is what enables appssavvy, and the brands and agencies that we work with, to leverage and experience social activity. In short, appssavvy is a platform that connects people and brands through social activity. For more information, visit [www.appssavvy.com](http://www.appssavvy.com).

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