

## **Legolas Media Names Tami Kelly As Director, Account Management**

*Industry Veteran to Lead Client Services for Online Advertising Industry's Only Audience 'Futures' Marketplace*

**NEW YORK, Jan. 10, 2012** – Legolas Media, ([www.legolas-media.com](http://www.legolas-media.com)), whose audience “futures” marketplace launched in late 2010, has hired industry veteran Tami Kelly as its first director, account management. Kelly will lead an expanding team in servicing Legolas Media's growing client list, which includes top brands and ad agencies like Horizon Media.

“Tami’s demonstrated success in project and relationship management with a focus on revenue impact make her the perfect choice to serve our expanding client roster while continuing to build and manage our expanding account team,” said Yoav Arnstein, cofounder and CEO, Legolas Media.

Boasting more than a decade of experience in digital advertising with a high concentration in client services, Kelly comes to Legolas following four years at AOL where she most recently was the account management director, east regional sales. Prior to joining AOL, Kelly worked for Hachette Filipacchi Media as a web analytics specialist and Internet sales operations manager, overseeing all digital advertising operations and site analytics. Kelly also held a sales support manager role at Bigfoot Interactive and a number of analyst positions with business technology news powerhouse, ZD Net.

### **About Legolas Media**

The Legolas Media Marketplace is an innovative online advertising technology that brings together buyers and sellers to effectively execute audience buys. Agencies and advertisers use the Legolas platform to drive price and performance optimization for audience buying across all inventory types, and provide transparency and forecasting to clients.

Publishers rely on Legolas to sell audiences in a direct and guaranteed manner while commanding attractive price points. Legolas is innovating audience trading by removing the inefficiencies in the current



marketplace, enabling access to premium inventory and introducing unique buying tools.

Legolas is led by a group of seasoned executives from the digital media industry and is backed by Greylock Partners, Valhalla Partners, Blumberg Capital and strategic investors. For more information visit: [www.legolas-media.com](http://www.legolas-media.com).

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