

Legolas Media Appoints National Sales Team

NEW YORK – Legolas Media, a next-generation audience buying marketplace, announced today that it has added several new hires to its roster and established offices in the West Coast and Central Regions, as well as expanding their East Coast Sales Organization. Jon Collins has been appointed to lead the West Coast sales efforts as Regional Vice President, Jennifer Munton as Account Director in the Midwest, and Troels Smit has been appointed as Regional Vice President to lead the East Coast sales efforts. To expand West coast reach, Robert Pelouquin has been hired as West Coast Account Director.

“This announcement is a significant milestone for Legolas as we continue to ramp up our sales effort,” stated Yoav Arnstein, Founder and CEO, Legolas. “Jon, Troels, Jennifer and Robert bring significant experience in the online advertising industry to Legolas. Their proven track records and breadth of experience will be a valuable asset for us moving forward.”

Mr. Collins joins Legolas Media as Regional Vice President of the San Francisco Bay area as an expert in sales, management, digital advertising, and online media. He was most recently responsible for all West Coast sales functions at MediaMind. His extensive experience within the Internet and technology space comes from prior roles at Eyeblaster, Vcall, broadcast and AMCO. Mr. Collins holds a BS in Finance from Kent State University.

Prior to being appointed Regional Vice President, Sales based on the East Coast, Troels Smit served as Regional Director and Country Manager for Northern Europe at MediaMind. His 10 years of experience across various continents -- including North America, Europe and Asia – have resulted in great knowledge of the digital advertising market. Mr. Smit has studied Marketing at London City University and holds a B. Sc in Electrical Engineering and a M. Sc in Informatics and Computer Science from the Technical University of Denmark.

Bringing over 11 years of sales and management experience centered on the media industry, Jennifer Munton has been appointed to Account Director, Midwest Region. Based in Chicago, her credits include Consultant at KMF Media, Director of Digital Media Sales with Citadel Interactive, and Digital Sales Manager at several radio groups, among others.

Robert Peloquin comes to Legolas Media as Los Angeles-based Account Director for the West Coast. Previous roles at ECT News Network and as co-founder of Trex Media are among those contributing to more than 10 years of experience in sales and the online media industry. Mr. Peloquin holds a degree in Business from Barry University.

About Legolas Media

Legolas Media is an innovative online advertising marketplace 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. 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.