

Adspace Hires New Sr. V-P Sales

Daily DOOH

June 24, 2011

Gail Chiasson, North American Editor

Amy Jo Wayne has joined New York-based Adspace Digital Mall Network, owner of what is believed to be the largest in-mall digital advertising network in the U.S., as senior vice-president national sales.



Wayne, a veteran in television ad sales, comes from REELZCHANNEL and REELZCHANNEL.com where she developed an integrated, multi-platform sales campaign aligning television, online and in-theater components. She earlier worked in management with Scripps Networks on HGTV, DIY, GAC and their corresponding digital properties, as well as The Weather Channel and Turner Broadcasting.

*“Amy has an impressive resume with experience in both television and digital media platforms,”* says Dominick Porco, chairman and CEO, Adspace Networks. *“Her strong relationships with the media buying and planning community will be a huge asset for Adspace Networks.”*

Adspace Networks has also promoted the following national sales directors to positions as vice-president national sales: Amy Kauffer, Marc Galiano, John Wall, Steve Bruman and Kathy Hassett.

*“Adspace has become a mass medium, and can play an important role in both out-of-home and television-based plans,”* Wayne says. *“I look forward to working with my agency and client colleagues to help make their plans more impactful with this great network.”*