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**Daily DOOH**

**Patricia Cohen New V-P at Adspace**

Gail Chiasson, North American Editor

Patricia Cohen, has joined Adspace Digital Mall Network, New York-based owner of one of the largest in-mall digital advertising networks in the U.S., as vice-president, national accounts. She will be based in the New York office.

Cohen, who works out of the N.Y. office brings 30 years of media experience, with both established and start-up networks, to the Adspace, which is currently located in 116 Class-A malls in top DMAs across the country. Her focus will be on national sales on the East Coast.

Prior to joining Adspace, Ms. Cohen was vice-president of sales for Vevo, a division of Universal Music Group, where she participated in launching the online music video entertainment destination, while also developing innovative sales strategies and creating programs to fit advertisers' needs. At Universal Music, she managed national brands in the auto, credit card, beverage and pharmaceutical categories.

Prior to her work at Universal Music, Cohen was director of sales at Si-TV. There, she launched the New York office of this national, multicultural cable TV start-up and was the company's top revenue and new business producer. At Si-TV, she established and cultivated relationships with clients such as Johnson & Johnson, Colgate, Volkswagen, Hyundai and McDonalds.

*“Patty has a strong background in the cable television industry – which our network happens to complement nicely,”* says Dominick Porco, chairman and CEO, Adspace Networks. *“She’s also had great experience with well-known national accounts, which will help us to cultivate relationships with existing clients and explore new categories.”*