

Adspace executive eyeing major mall sites

by Bryan Keogh



Job: Eric Steinert, senior vice president of business development at Adspace Networks Inc. since May.

The Plan: Mr. Steinert is canvassing the country wooing mall developers, discovering where advertisers want to be seen and scoping out the best locales for Adspace's marketing platform. He's the executive who will determine

where and how Adspace's assets will be deployed, says Adspace President Jeffrey L. Jensen.

Vitals: 34, Bachelor's degree, University of Michigan. Fresh out of college, Mr. Steinert joined News Corp.'s News America Marketing, where he spent five years convincing supermarkets to join the firm's Price Feature Plus program -- coupling consumer promotions with retailer deals in newspaper-nestled coupon books. At his previous job with MasterCard International Inc., he managed relationships with retailers, which involved everything from marketing to technology issues.

Strong Suit: He understands how to develop media advertising networks, says Mr. Jensen. Having worked together on developing the Price Feature Plus program at News America, Mr. Jensen says Mr. Steinert's successful efforts at bringing retailers and packaged goods companies together made him the perfect person to do something similar at Adspace.

Resume Gap: It's his first time working with mall operators and owners.

Job One: Under new leadership since last year, the firm is entrusting Mr. Steinert with devising the best strategy to deploy about 15 of its 60-inch plasma television screens in 225 major shopping malls within three years. Adspace has already installed 28 of its systems -- which run six-minute loops of store sales, calendar listings and 15-second local, regional and national ads. New Yorkers should begin to see the digital screens in malls in the five boroughs within six months, Mr. Jensen says.