

NEWS RELEASE

June 28, 2018

FOR IMMEDIATE RELEASE

## **AdGorilla Hires Veteran Sales Manager Jamie McIntosh as SVP**

DENVER Colorado - AdGorilla, LLC announced today that they are adding one of the industry's foremost advertising sales talents to lead their advertising sales team and launch their new sports sales initiative with iNDEMAND. Mr. McIntosh joins AdGorilla as Senior Vice President of Sales and will be responsible for the ad sales revenue operations at AdGorilla, including AdGorilla's newly launched sales initiative with iNDEMAND, selling advertising on their live Sports Subscription Packages available to subscribers on cable systems across the country, and the monetization of AdGorilla's Live Linear TV partnership with Crystal and their new VidTime™ Technology.

Jamie has extensive experience in television sports advertising sales and management, including four years as vice president and general sales manager for ROOT SPORTS Rocky Mountain Regional, a division of the DIRECTV Sports Group, where he directed their sales team and was responsible for all advertising sales revenue. At ROOT, Jamie created innovative sports sponsorships opportunities with the Colorado Rockies and developed sales strategies for his teams in both local and national advertising sales. Most recently, Jamie served as SVP of Sales for RPM Events Group, and prior to ROOT served for 10 years as national sales manager for FOX Sports Net Rocky Mountain, developing client relationships and exceeding sales goals. Mr. McIntosh also previously served nearly 10 years with KDVR-FOX 31 in Denver, as an account executive creating and managing sports sales packages with the NFL, MLB and NHL.

Jamie said about joining the AdGorilla team, "I am very excited about this opportunity with AdGorilla because of the advertising and sports sales partnerships they have developed with iNDEMAND and Crystal. The monetization of these opportunities and with new ones that AdGorilla is developing fits my talents and experience perfectly."

"Jamie is an amazing sales talent" said Ray Dowdle, President of AdGorilla. "His knowledge of the advertising and sports sales marketplace brings to AdGorilla a wealth of successful sales experience that will advance our current ad sales initiatives and allow us to develop more advanced revenue opportunities for new and existing clients."

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*AdGorilla, LLC, based in Littleton, Colorado, is a full-service advertising services and video technology company. They provide top to bottom advertising sales, sales services, video management solutions and equipment for content providers, cable operators, broadcasters, advertisers and video delivery enterprises under a variety of business models.*

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