

Konduit Names Anita Pollert Chief Revenue Officer



New York, Jan 7, 2019 (Issuewire.com) - Konduit.me, a next-generation digital video technology platform, announced today that Anita Pollert has joined the company as Chief Revenue Officer. Pollert most recently served as General Manager, Publisher Solutions, at 33Across. Pollert will play a critical role in the company's next phase of growth.

"We could not be more excited to have an executive with Anita's background to lead Konduit's go to market teams. As we continue to broaden our product suite and expand into the rapidly growing OTT

market, we are thrilled to have Anita play a central role in growing our partner footprint,” Konduit Co-Founder and Chief Executive Officer David Jacobs said.

She previously led Publisher Sales at AOL’s Marketplace, a leading Supply-Side Platform, and has held leadership positions at Advertising.com and CNET. As Chief Revenue Officer, Pollert will leverage her experience leading Sales and Client Services across the leading publishers and platform partners in the industry.

“I am excited to join the team at Konduit. Video advertising has become more complicated than ever. Konduit focuses on solving these problems and as a result, drives more revenue for partners,” Konduit Chief Revenue Officer Pollert said.

About Konduit.me: Konduit provides easy to implement software solutions and analytics that improve video advertising performance across platforms. By reducing load times and failed ad starts, Konduit improves fill rate and increases publisher revenue across all devices, including OTT.



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