

Lime Media Group Appoints New Leadership to Support Next Phase of Growth



Rockwall, Texas Jan 16, 2026 ([Issuewire.com](https://www.issuewire.com)) - Lime Media Group announced key leadership appointments to support the company's continued growth and operational scale. **Bart McCollum**, formerly Integrator of Lime Media, has been appointed **President**, and **Spencer Rose** has joined the leadership team as **Chief People Officer and Head of Teams & Talent**. Founder and CEO **Heath Hill** has led Lime Media through extraordinary growth since its founding in 2005 and will continue to guide the company with a focus on vision, culture, and strategic assets.

In his role as President, McCollum will focus on building the operating system and infrastructure that allow Lime Media to scale with discipline and confidence. As Integrator, McCollum played a critical role in strengthening execution, aligning teams, and operationalizing strategy across the organization.

"Bart has been instrumental in building the foundation that supports how we operate today," said **Heath Hill**, Founder and CEO of Lime Media. "As President, he will continue to strengthen our infrastructure and execution model so we can scale intentionally without losing what makes Lime unique."

Spencer Rose serves as Lime Media's Chief People Officer and Head of Teams & Talent, stewarding a people-focused culture grounded in the company's core values. Rose has over 25 years of HR experience, including 20 years in the marketing industry, with a background in senior HR leadership roles.

Over the past several years, Lime Media has built something different—not just the largest collection of mobile experiential and LED mobile billboard assets, but a nationwide physical platform designed to execute quickly and deliver measurable, data-driven outcomes for brands.

"We sit at the **intersection** of **experiential marketing**, **mobile digital out-of-home**, **data**, and

execution,” said McCollum. “We’re investing heavily in the systems that allow those pieces to work together at scale, giving our clients both **speed** and **accountability** in how campaigns are delivered.”

These leadership appointments reflect Lime Media’s commitment to disciplined growth, operational excellence, and continued innovation across experiential and digital out-of-home marketing.

About Lime Media

Lime Media brings imagination to life with **turnkey mobile experiential marketing**, the **nation’s largest LED truck fleet**, and **data insights** to solve real-world marketing problems at scale. For over 20 years, Lime Media has partnered with the world’s leading brands and agencies across industries.

With the acquisition of Turtle Transit in 2024, Lime Media became the largest asset-based experiential marketing company in the industry, significantly expanding its nationwide footprint and execution capabilities.

Lime Media has built the nation’s largest fleet of **80+ LED Billboard Trucks**, redefining mobile digital out-of-home with unmatched scale, mobility, and visibility. Now, with **Smart Directional LED Billboard Trucks** powered by **Lime LED Analytics**, Lime delivers real-time measurement, verified performance, and accountable impact—turning street-level advertising into proven results.



Media Contact

Lime Media Group

*****@lime-media.com

9724751200

2700 Observation Trail

Source : Lime Media Group

[See on IssueWire](#)

