

# Lime Media Announces Executive Leadership Expansion to Power Next Phase of Growth

Alex Didea Joins as Chief Financial Officer; Andrew Moehlman Promoted to Chief Technology Officer and Clay York to Chief Operating Officer; Brad Peters Named Senior Advisor and Chief Operating Officer of Oak Hills Ranch



**Rockwall, Texas Jun 30, 2026** ([Issuewire.com](https://www.issuewire.com)) - [Lime Media](https://www.lime.com), the world's largest experiential mobile marketing and digital out-of-home (DOOH) company, today announced a series of executive leadership moves to support its next phase of growth. Alex Didea joins as Chief Financial Officer effective June 22, 2026. Andrew Moehlman has been promoted to Chief Technology Officer and Clay York to Chief Operating Officer, both effective July 1, 2026. Brad Peters, who has led Lime Media's finance organization for eight years, transitions to Senior Advisor to Lime Media and Chief Operating Officer of Oak Hills Ranch, also effective June 22, 2026.

*“Andrew and Clay have been instrumental in defining and refining how Lime operates and delivers for our clients and our teams. These promotions recognize the extraordinary work they have already been doing and signal where we are headed. Adding a finance leader of Alex’s caliber, and moving Brad into an executive role at Oak Hills, is part of the long-term vision — and it sets this team up to keep building.”*

— **Bart McCollum, President, Lime Media**

## **Alex Didea, Chief Financial Officer**

Alex Didea, CPA, joins Lime Media with more than 30 years of finance leadership at growth companies. He has partnered with CEOs, boards, and ownership to execute acquisitions, strengthen operating performance, build finance teams, and grow EBITDA. A hands-on operator, Alex builds the financial infrastructure that lets fast-moving companies make smarter decisions with their numbers. As CFO, he

will lead Lime's finance organization and the tools and reporting that support the company's growth.

### **Andrew Moehlman, Chief Technology Officer**

Andrew Moehlman has been the architect behind Lime Media's systems, processes, and technology infrastructure since joining the company in January 2022. As Head of Client Experience, Process and Technology, he reshaped how Lime's operations are built and run, creating the operational backbone behind the company's rapid growth and consistent client delivery. Before Lime, Andrew served as CEO and COO of MasterScapes®, where he led the company through significant operational and strategic growth. He holds a Bachelor of Science from Abilene Christian University and a Master Certificate from Villanova University. As CTO, Andrew will lead Lime's technology vision, systems architecture, and digital infrastructure, as well as the company's data and insights practice, internal tooling, and product development — directly enabling Lime's scalability.

### **Clay York, MBA, Chief Operating Officer**

Clay York leads operations and client success at Lime Media, overseeing production, project management, creative, activation, and quality control across Lime's 250+ asset fleet. His obsession with delivering every build — big or small — on time, on budget, and at the highest possible quality has become a hallmark of how Lime operates. His process design, KPI-driven metrics, and real-time dashboards give Lime's people the clarity to move fast and give clients confidence that every activation is on track, turning operational complexity into pace and peace. Clay brings more than 25 years of leadership across healthcare operations, enterprise sales, and experiential marketing, and holds an MBA in Strategic Leadership. He is a certified Lean Six Sigma Black Belt. As COO, Clay will have full operational responsibility for Lime's fabrication, production, project management, activation, and field delivery functions, ensuring the company's operations scale with precision and accountability.

### **Brad Peters, Senior Advisor to Lime Media and Chief Operating Officer of Oak Hills Ranch**

Brad Peters has been a driving force behind Lime Media's modern growth and one of the people most responsible for where the company stands today. Over the past two years, he has poured himself into [Oak Hills Ranch](#) — a nonprofit retreat and event center serving families, leaders, and underserved communities in North Texas — leading the property's infrastructure development and driving the longer vision that Lime's growth has made possible. In his new role, Brad takes operational leadership of Oak Hills Ranch and the foundation underneath it while remaining part of the Lime family as Senior Advisor.

### **About Lime Media Group**

Lime Media is the world's largest experiential mobile marketing, activation and digital out-of-home (DOOH) company, headquartered in Rockwall, Texas. Founded in 2005, Lime delivers full-service experiential marketing programs — from creative services and in-house fabrication to large-scale brand activations — with a fleet of 250+ unique assets deployed nationwide. A proud member of DPAA and MOOHA, Lime sets the global benchmark for high-impact mobile out-of-home media and immersive experiential builds.

## Media Contact

Lime Media Group

\*\*\*\*\*@lime-media.com

9724751200

2700 Observation Trail

<https://lime-media.com>

Source : Lime Media Group

[See on IssueWire](#)