

February 2021 – Cannella Media DTC is excited to welcome a round of hires, adding three to their Media Buying team. Joining Cannella are Arman Tonapetyan as Media Accounts Manager, Heather Stear as Media Scheduler, and Alexis Sohlberg as Media Scheduling Associate. These hires will service Cannella’s short form and long form CPA businesses.

“Our goal is to always get the best rates on targeted inventory to benefit our clients’ campaigns,” said President, Matt Greenfield. “Understanding the nuances of a marketplace that changes daily is a highly developed skill built on knowledge, experience and relationships. These new hires bring the best of all three, and we know they’ll strengthen Cannella’s competitive advantage that our buying team gives us. We’re excited to have them onboard.”

About Cannella: Cannella Media DTC is a video media agency that places efficient, responsive video advertising across all platforms to reach a target audience where, when, and how they are consuming content. With over 35 years of experience and more than \$5 billion of purchased video media, Cannella works with marketers to build brands through smart, transparent and efficient video placement.

Through traditional linear, Advanced TV (ATV) and CPA inventory, Cannella can cost effectively deliver against a variety of KPI targets for direct to consumer initiatives. They provide cross-channel media planning and buying, creative and campaign management services, as well as privileged access to their proprietary CPA platform for all media lengths – short form, mid form and long form – and business objectives.