

March 2021 – Cannella Media DTC is pleased to welcome, Abdullah Haroon, joining as Director of Analytics. Haroon brings a multitude of skills and over 17 years of experience in data analytics, data engineering, and business intelligence. He will be working across all business units, servicing Cannella’s short form, long form, and CPA businesses. Haroon is based out of the company’s LA office and reports to Ankeet Shah, Vice President of Information Technology.

Haroon, a DTC consumer industry veteran, most recently served as Sr. Data Engineer, where he focused on developing analytical practices. He has previously held the position of Data Scientist at Beachbody, in addition to a range of roles in the financial and automotive industry.

“Abdullah’s broad range of experience and track record of success make him an ideal choice to strengthen our analytics department as our company and business continues to expand and grow,” said Shah. “He will play a key role in ensuring Cannella’s dedication to providing our clients with transparent performance reporting and predictive analytics.”

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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.