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CDM Media Announces New Chief Revenue Officer

Mark Southam assumes role of CRO; Additional executive changes announced.

News Summary: CHICAGO, ILLINOIS (February 7, 2019) – CDM Media USA Inc. announced today the promotion of Mark Southam to Chief Revenue Officer. He will be responsible for all global operations pertaining to customer-facing and revenue-generating teams at CDM Media, which includes Sales, Marketing, Customer Success, Revenue Operations, and Business Development. Southam will continue to report directly to Glenn Willis, founder and CEO.

“Since day one, Mark has been a testament to hard work and dedication, and he’s been instrumental to the growth of this organization. This new role is beyond well-deserved. I’m excited for the future of CDM Media with Mark’s guidance and expertise in this role and look forward to our continued rapid growth with him at the helm.”

- Glenn Willis, CEO & Founder

Southam joined the company in 2007 as a Sales Director and quickly rose through the management ranks. Prior to assuming the role of Chief Revenue Officer, Southam served as the VP of Sales & Major Accounts.

“I couldn’t be more excited about the opportunity and the future here at CDM Media. Our product has never been better, the challenges we’re solving have never been bigger, and we look forward to growing with our customers again this year.”

- Mark Southam, Chief Revenue Officer

Alongside Southam, several other senior-level team leaders received promotions to new roles. Mike Deedigan, who previously oversaw the company’s talent acquisition department has taken on a new hybrid role as Vice President of Growth & People. Michael Sarkady was announced as the company’s new Vice President of Special Projects & Planning. Nelson Soares, formerly the Senior Director Relationship Management has been promoted to Vice President Relationship Management & C-Suite Network, overseeing all aspects of the executive relationships maintained by CDM Media.

About CDM Media, Inc.

CDM Media is the leading global face-to-face technology and marketing events, specializing in C-Suite engagement with the world’s largest brands. Founded in 2007, the company is headquartered in

Chicago, with offices and remote staff in Boston, Cardiff, Honolulu and London. CDM Media works with a community of thousands of C-Level and senior-level executives in technology and marketing for the world's largest companies along with top technology solution providers to solve their technology and business challenges. The company's website (www.cdmmedia.com) provides more information.

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