
MAGNET MEDIA ADDS TO GROWING TEAM WITH FOUR NEW HIRES – IN FINANCE, SYNDICATION, BUSINESS DEVELOPMENT, AND MARKETING

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NEW YORK, NY (July 22, 2015) — Magnet Media is pleased to announce the hire of four new team members to bolster its expanding finance, syndication, business development, and marketing efforts.

“We are delighted to have new talent from leading companies join our growing team at Magnet Media. Each of these new team members brings impressive experience along with the right mix of creativity and strategy to drive the business forward. They are exactly who we need during a time when we’re experiencing unprecedented growth,” said Magnet Media CEO Megan Cunningham.

Annmarie Nowbath joins the team as Controller, with 10+ years experience in accounting, financial reporting, and cash management. Most recently, she was the Senior Accountant at IAC and before that held the same role for LVMH’s Fashion Division.

Michelle Vince joins as Magnet Media’s first Senior Director of Business Development and Syndication – a role designed to focus on and propel forward Magnet’s growing content distribution and syndication services. She’s been a digital strategy and distribution consultant for companies like Hangtime Aerial and Bully! Entertainment, and spent two years at NTENT as Director of Business Development and Director of Strategy and Client Development.

Craig Lubman joins the team as a Business Development Director. He’s the former Vice President of Asset TV, a web-based digital media platform, which hosts, produces, distributes and develops digital content for the asset management industry. He’s also former VP of Executive and Corporate Services for Maxim Group.

Lenny Adler comes to the company as its first Manager of Content Development and Integrated Marketing, a role designed to manage the increase in client demand for development of video concepts that are cross-platform. She comes from Barnes and Noble, where she worked as Senior Marketing Coordinator for NOOK, leading operations and project managing all strategic partnerships for its app, including deals with Gilt City, Fandango, Disney, and Amtrak.

“In prior years, we've focused on home grown talent first, but this year we made a focused effort to strategically recruit externally in order to upgrade our talent – and our strategy has been to bring on seasoned pros who bring a mix of digital, creative, strategy and business expertise to the table,” Cunningham added.

[Magnet Media](#) is a leading creative studio that tells stories through innovative digital strategy, video content creation, and targeted digital distribution.

Clients include top brands and media companies: Google, Mattel, National Geographic, Toyota, JPMorgan Chase, Adobe, PBS, Amazon, Blackrock, The Food Network, Microsoft, and more.

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