

## Get Above The Fold Appoints Perry Nusbaum As Chief Revenue Officer To Drive Programmatic Media Growth

Perry Nusbaum joins Get Above The Fold, a women-owned programmatic advertising media company, as Chief Revenue Officer. The company offers custom-tailored advertising solutions to meet our client's unique needs with web, audio and tv solutions.



**Perry Nusbaum**

Chief Revenue Officer

[GetAboveTheFold.com](http://GetAboveTheFold.com)

**Draper, Utah Mar 6, 2023** ([Issuewire.com](http://Issuewire.com)) - [Get Above The Fold](http://GetAboveTheFold.com), a women owned, leading programmatic media company, is proud to announce the appointment of Perry Nusbaum as Chief Revenue Officer. Perry brings years of experience in the advertising technology, programmatic media,

and attribution fields, having previously served in senior executive roles at top companies in the industry.

In his new role, Perry will support Get Above The Fold's next phase of growth and go-to-market plans, helping clients deploy highly-targeted programmatic media solutions across the open web, audio, and connected TV.

"Perry's extensive experience and expertise in advertising technology and programmatic media make him the perfect candidate to lead our revenue growth initiatives," said Jessica Chase, Founder and CEO of Get Above The Fold. "We're excited to have him join our team, and we look forward to his leadership in driving innovation and growth in the programmatic media industry."

Prior to joining Get Above The Fold, Perry served as Vice President, Global Sales for Engagement Labs, a premier data and analytics platform that provides brands with unique insights, improved marketing ROI and strategies to grow revenue. He also served as GM/SVP Agency Relations for Steelhouse (now MNTN), a programmatic advertising software company. Perry's experience also includes Senior Vice President National Sales for Aggregate Knowledge, the world's first "analytics and multi-touch attribution," data management platform "DMP."

"I'm thrilled to join Get Above The Fold and contribute to its growth as a leader in programmatic media," said Perry Nusbaum. "I'm looking forward to working with the talented team here to create custom-tailored advertising solutions that meet our client's unique needs with the highest quality services available." "Compassionate winning is in the DNA of this organization and exactly the type of culture that promotes success across our client base and employees."

Perry's appointment is a key step for Get Above The Fold in its journey to provide highly-targeted [programmatic media solutions](#) to clients. The company looks forward to leveraging Perry's experience and expertise to expand its offerings and drive growth in the industry.

For media inquiries, please contact Julianne Martin at [julianne@getabovethefold.com](mailto:julianne@getabovethefold.com).

## About Get Above The Fold

Get Above The Fold ([www.getabovethefold.com](http://www.getabovethefold.com)) is a leading programmatic media company that helps clients deploy highly-targeted programmatic media solutions across the open web, audio, and connected TV. The company is committed to driving innovation and growth in the programmatic media industry by providing clients with innovative solutions and strategies to achieve their programmatic media goals.

## Media Contact

Julianne Martin

[julianne@getabovethefold.com](mailto:julianne@getabovethefold.com)

3033254924

183 E Scenic Peak Cove

Source : Above the Fold

[See on IssueWire](#)