

Renée Martel, new VP of Sales - West Region U.S. for Adsmovil

Adsmovil, a Global Media Company, Leaders in Digital Advertising Dedicated to Reaching and Engaging Hispanics in the U.S. and Latin Markets, announced the hiring of Renée Martel who will be VP of Sales in West Region.

As a veteran in the ad industry who specializes in the Hispanic Market, Renée Martel is excited to propel Adsmovil's presence on the West Coast. "I intend to both grow and deepen the relationships Adsmovil currently has on the West Coast through strategic consultative partnership. I am also excited to reactivate clients who have not worked with Adsmovil recently. And last but certainly not least, I intend to bring new clients to Adsmovil. I am proud to be part of the Adsmovil family and eager to contribute to our success!"

Renée was Director of Brand Partnerships at BBTv, the third largest video network in the U.S. She grew and strengthened the multicultural strategy for BBTv and broke their first-ever accounts in auto and entertainment. Prior to BBTv, Renee was Director of Brand Partnerships at Mitú and grew its advertising base in the West Coast territory. During her time, she was able to bring back previous clients while also bringing in new business from luxury auto and cosmetics.

Renée spent the largest portion of her career-launching the West Coast office for NBCUniversal Hispanic Digital in which she increased business by double digits each and every year. In addition, she created and executed successful partnerships across Auto, Entertainment, Telecom, and Beverage.

"We are thrilled to welcome Renée to Adsmovil. She brings a remarkably high level of experience in the industry that will best serve Adsmovil growing sales force in the West region," said Andrew Polsky, Chief Revenue Officer of Adsmovil. "Renée's addition to our sales team will strengthen our business development and national sales organizations, building on the success we've experienced thus far."