

# VELL

## Representative Vell Placement

**SAMUEL BROWN**  
**VP, DIGITAL SOLUTIONS**

**ADVANCE**  
**D I G I T A L**

The Northeast Ohio Media Group has announced the appointment of Samuel Brown as VP, Digital Solutions. Mr. Brown will be responsible for driving attainment of the Company's digital sales goals in the state. He will also lead the sales organization, identify and implement key sales strategies, and support vital business alliances that will contribute to the region's long term revenue growth. Mr. Brown brings 23 years of experience in the media industry including print, digital, marketing and television, and deep knowledge of start-ups, turnarounds and revenue growth in highly competitive markets.

Mr. Brown joins the company from Hearst Media Services, where he served as Vice President of Regional Sales and Digital Sales for The Houston Chronicle. Under his leadership, the Houston Chronicle increased local digital advertising sales by nearly 50% for three consecutive years and his teams led the 900+ Newspaper Consortiums in sales from partner products such as Yahoo!, SEM and Facebook. Brown increased digital account penetration by 100% over the last two years and digital revenue now accounts for more than 30% of total revenue.

Prior to joining the Chronicle, Brown was the Founder/Managing Director of Global Health Marketing Group, a consulting firm specializing in on and offline distribution strategies for the emerging Chinese consumer market.

Mr. Brown received his B.S. from Syracuse University.

### **About Northeast Ohio Media Group**

The Northeast Ohio Media Group is a focused media company launched in summer 2013 to meet the rapidly changing needs of local readers and advertisers. The company is responsible for all ad sales and marketing for Ohio's largest newspaper, The Plain Dealer, and oversees the operation of Cleveland.com and Sun News. The Northeast Ohio Media Group will work with The Plain Dealer Publishing Company to serve the people of Northeast Ohio by providing up-to-the-minute news and information, 24/7, when and where readers want it - in print, on their desktops, laptops, smartphones and tablets. Whether readers are looking for news from around the world or just around the corner, the Northeast Ohio Media Group and The Plain Dealer Publishing Company are where it all comes together.