
AUDITUDE HIRES GAFFNEY AS CRO



Video ad management company Auditide has hired Mike Gaffney as chief revenue officer, responsible for growing its customer base of publishers, content owners, distributors and their advertising partners. Former CRO Brooke Chaffin was promoted to president. Gaffney joins from Yahoo, where he was vice president of business development for the search giant's publisher network. Previously he was with Right Media, where he was vice president of sales. Auditide is an online video advertising company. It uses patented Auditide Connect video and audio fingerprinting technology to identify content and serve ads. Clients include Comedy Central, Warner Bros., MySpace, MTV, BET, and Nickelodeon. Auditide is based in Palo Alto with offices in Los Angeles and New York City.

<https://blog.granted.com/>