



---

## BRIGHTLINE ITV BRINGS ON BROSSY AS SVP



BrightLine iTV Marketing Specialists has hired Meg Meurer Brossy as its new Senior Vice President of business development, based in New York City. Brossy was previously chief marketing officer of 24/7 Media, where she headed up the company's B2B, direct marketing and advertising efforts; managing director of new business development & communications for the League of American Theatres and Producers; and group manager for sports & entertainment marketing at Philip Morris USA. BrightLine iTV is a New York City-based interactive television advertising agency, with an additional office in Los Angeles.

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