
GREYSTRIPE NAMES GRANATH V.P. OF SALES



Greystripe, a media mobile advertising network, has named Kevin Granath vice president of sales. Granath was most recently senior V.P. of sales for ad network Sportgenic. A 20-year veteran of mobile and digital ad sales, Granath will be responsible for growing Greystripe's sales teams at its offices in New York, Los Angeles, San Francisco and Chicago. "Kevin has a proven track record of surpassing revenue goals and developing strategic positioning in extremely competitive market segments," said Michael Chang, CEO for Greystripe. "With a trusted sales leader like Kevin at the helm, our network will continue to expand and exceed our goals during this period of explosive growth in mobile advertising." Greystripe delivers brand advertising to mobile applications across the iPhone and Android and over 1,400 other Java-feature phones.

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