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## LOOKSMART NAMES HAUSWIRTH V.P. OF DISTRIBUTION

**looksmart**

LookSmart Ltd., an online search advertising solutions company has appointed Scott Hauswirth to the newly-created position of vice president, distribution. The appointment was effective March 23.

In the new role, Hauswirth will oversee traffic acquisition, traffic quality and partner management. He will report directly to CEO Jean-Yves Dexmier.

Hauswirth has over ten years experience in online business development, the company said in a press release. He most recently served as vice president of business development at travel start-up Zonder. Prior to that he was senior director of business development for Yahoo!.

LookSmart offers advertisers targeted, pay-per-click search advertising and contextual search advertising via its Advertiser Networks; and an Ad Center platform for customizable private-label advertiser solutions for online publishers.

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