
SVNETWORK NAMES ANNA SIEBERT VP OF SALES DEVELOPMENT



SVnetwork has named former AOL executive Anna Seibert its new senior vice president of sales development. In the role, Siebert will lead a category sales team designed to drive revenue for the performance brand advertising company. According to an agency press release, Siebert will work with agency holding companies and clients to develop category-specific solutions for their digital media buys with SVnetwork's engagement advertising platform. She will report to CRO Nick Loria in New York. Siebert formerly served as vice president of agency development for AOL Advertising, handling such accounts as Disney, American Express, Delta, Kraft and Wal-Mart. "Anna's expertise is key to SVnetwork being able to work deeper with agencies in achieving their goals in social media," said Jay Samit, CEO of SVnetwork. SVnetwork's major advertisers include Amex, Microsoft, Disney Toyota and Procter & Gamble.

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