

Wrapify Hires Veteran Outdoor Advertising Exec as VP of Sales

Wrapify taps 20+ year Out-of-Home ad vet Scott Elliot, former Clear Channel, Branded Cities Network top executive, to lead innovative "Uber for Advertisers" Rapidly Growing Sales Team

San Francisco, CA ([PRWEB](#)) March 08, 2016 -- Wrapify, the rapidly growing "Uber for Advertisers" that is putting cash in the pockets of American commuters and other drivers in six states and more than 15 markets, has hired outdoor advertising veteran Scott Elliot as Vice President of Sales.

Elliot boasts more than 20 years experience in Out-of-Home advertising sales and executive management, beginning in 1995 as a sales executive for Universal Outdoor. When that company was acquired in 1998 by Clear Channel, Elliot swiftly rose to Division President, Chicago, overseeing all facets of the outdoor business, including sales, real estate, operations and finance, while managing an operating budget of more than \$60 million.

Most recently, Elliot served as VP, Sales, for Branded Cities Network, the "Brandscaping" outdoor company specializing in digital and spectacle Out-of-Home campaigns.

"I've always tried to stay ahead of industry trends, to recognize what the public is responding to and getting there before anyone else," Elliot says. "Often in life, timing is everything, and the time is clearly right for Wrapify."

The addition of outdoor industry vet Elliot to the Wrapify team -- which has more than doubled in size since the new year to 15 employees, and supports brands including eBay, Petco and Harrah's -- is only the latest indicator of the company's growth and ambitions.

"As Wrapify rapidly ramps up in New York City and other regions critical to our national goals, we need a proven professional to lead our sales efforts, and Scott's track record and reputation are excellent," says James Heller, CEO of Wrapify. "He is exactly the person we've been looking for, and we can't wait to see how he helps accelerate Wrapify's clout in the outdoor marketplace."

Elliot checked off a list of reasons his move to Wrapify made business and personal sense in today's paradigm-shifting advertising environment.

"The 'real time' measurement available to advertisers through Wrapify's proprietary advertiser platform, as well as the ability to geo-target very specific market areas, make Wrapify a unique and powerful marketing tool," Elliot says. "The crowdsourcing, social aspect of Wrapify builds the type of consumer connections brands are looking for, while the ability to ramp up new markets without traditional signage permits, leases and regulatory hurdles means Wrapify is poised for explosive growth."

Wrapify, named by Business Insider and Inc. magazine as one of 2015's hottest startups, is a disruptive advertising platform connecting brands with drivers to create powerful on-vehicle advertising. Through its proprietary mobile application and technology, Wrapify brings brands unprecedented consumer access, data and analytics, while offering the security of control and trackable results.



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