

People on the Move: Carolyn Bekkedahl to Head Digital Sales at Meredith

Also on the Move: Jonathan Adams, Tiffany Coletti Titolo, Geoff Schiller, Paul Dunay, Drew Berkowitz

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Meredith Corp. has appointed Carolyn Bekkedahl senior VP-digital sales, effective mid-September. Ms. Bekkedahl will be responsible for overseeing all of Meredith's digital-sales operations across AllRecipes.com and the Meredith Women's Network. She most recently was the chief revenue officer for Gilt City, the local-focused arm of online luxury flash-sale site Gilt Groupe. Before that, Ms. Bekkedahl was president of content-syndication company Mochila, Inc. She originally joined Mochila as chief digital officer and was responsible for securing more than 350 media brands as partners. Her media background also includes serving as president-corporate sales, active lifestyle and entertainment groups at American Media; senior VP-publisher, Shape magazine; and senior-level sales positions with publications including Woman's Day, Premiere and Family Life.

Jonathan Adams has been named senior VP-media for North America at iCrossing. He joins the global digital-marketing agency, a Hearst unit, from Digitas, where he was most recently senior VP-director of global media. There he managed media activities for clients such as Delta Air Lines, Equifax, Mead Johnson and Post Cereals. Prior to that, he was senior partner-group media director at OgilvyOne and also spent time at Lowe & Partners. Mr. Adams serves on the 4A's Digital Marketing Committee, which he has chaired in previous years.

StrawberryFrog has named Tiffany Coletti Titolo director-client services. In the new position, she oversees and manages the creative agency's account teams, business development and agency systems. Ms. Coletti Titolo joins the executive team from Dojo in San Francisco, where she was managing director and led the agency on a series of new-business wins since joining in June 2011. Prior to that, she was group account director at Eleven, Inc. since 2007, and before that, director-business development for McCann Worldgroup. Ms. Coletti Titolo was named to Ad Age's Women to Watch list in 2012.

Geoff Schiller, formerly national sales director for Hearst Digital Media, has been promoted to chief sales officer. As national sales director for HDM, which includes 28 websites and 14 mobile sites, Mr. Schiller helped drive revenue to record levels in 2010 and 2011, as well as to drive the entire division to profitability for the first time in its history in 2011. He has also worked in ad sales at People magazine and USAToday.com, among others.

Maxymiser has hired Paul Dunay as VP-marketing. Mr. Dunay is charged with helping the customer-experience-optimization company continue its U.S. expansion, which from 2011 to 2012, involved the addition of flagship clients such as IBM, Intercontinental Hotels Group Procter & Gamble and Sovereign Bank. Prior to Maxymiser, Mr. Dunay was the chief marketing officer of Networked Insights and authored five "Dummies" books, including "Facebook Marketing for Dummies" and "Social Media and the Contact Center for Dummies." He was recognized by BtoB Magazine as a Top 25 B2B Marketer of the Year for 2010 and 2009.

CraveOnline, Evolve Media Corp.'s male lifestyle site, has tapped **Drew Berkowitz** as senior VP-sales. Based in New York, Mr. Berkowitz will be responsible for leading the sales efforts of Crave's East Coast, Midwestern and West Coast sales teams as well as creating campaign programs for brands wanting to reach the male demographic. Prior to joining Crave, Mr. Berkowitz was responsible for launching the U.S. operation of AOL's video unit Goviral as general manager. Before that, he ran IAC's Mindspark division, which included video site Vimeo.