



# SAMBA TV ANNOUNCES MEDIA INDUSTRY LEADER, MEREDITH BRACE, AS CHIEF MARKETING OFFICER

*Global leader in television data and omniscreeen measurement bolsters senior team with appointment of marketing executive*

SAN FRANCISCO, CA, UNITED STATES, September 22, 2021 /EINPresswire.com/ -- [Samba TV](#), a leading global provider of omniscreeen advertising and analytics, today announced that Meredith Brace has joined the company as Chief Marketing Officer. Brace will leverage her expertise as a brand marketer to define and drive strategy to accelerate Samba TV's growth and market position as a global leader of omniscreeen marketing solutions powered by its first-party TV data and identity.

"With a track record of building globally recognized brands and spurring growth and innovation for major media organizations, Meredith will be instrumental to help bring about measurement independence for our entire industry and establish Samba as a critical partner and enabler using our inventory-agnostic data and identity solutions," said Ashwin Navin, co-founder and CEO of Samba TV. "Our vision for the future of media will employ a number of new currencies that improve the efficiency and effectiveness of advertising, and a neutral data partner led by trusted industry leaders like Meredith will bring about this change and innovation."

Brace has spent her career in various marketing, advertising, and sales leadership roles at HP, Microsoft, true[X], and FOX with a focus on innovation at scale and delivering results that matter for brands. She also has led award-winning global launches for consumer brands such as HP, Windows, Bing, and Office as well enterprise and business-to-business initiatives for HP, Microsoft, and FOX Networks.

Brace currently acts as an advisory board member to The Forem and has sat on the boards of the American Advertising Federation (AAF), OpenAP, and voting member of the Academy of Television Arts & Sciences. She has a strong passion for advancing the workplace around diversity, equality and inclusion as seen through her contributions and partnerships with The Forem, AAF, and SEEHER and through mentorship and training.

Brace adds, "Having been on both the buy and sell side of our industry, I strongly believe in the importance of data and measurement neutrality to usher in the innovations marketers have been looking for, while mitigating the conflicts that arise from locking partners into a single

source of ad inventory. I am proud to be taking on this new role at Samba TV during such an exciting time for the company. I look forward to working with this incredible team to drive meaningful advertising innovation and powerful growth opportunities in true partnership with our clients. As a long time advocate of improving the advertising experience overall, I couldn't be happier to join Team Samba on their mission to create a more scientific approach to advertising and better TV viewing experience for all."

For more information, please visit <https://www.samba.tv/>.

#### About Samba TV

Samba TV enables the next-generation TV experience powered by its first-party data, helping viewers engage with relevant media and empowering brand marketers to quantify that engagement. Samba TV's insights are built on a comprehensive source of real-time viewership data across broadcast, cable, over-the-top, and digital media. Invented in 2011, Samba TV's technology is integrated at the chipset level across 24 Smart TV brands globally analyzing the content on screen in real-time. The world's leading brands leverage Samba TV to quantify media investments and amplify them across all the screens we use to watch video. For more information, please visit [www.samba.tv](http://www.samba.tv).

Katie North-Fisher

Samba TV

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