

ICARO Media Group Announces Chief Revenue Officer to Drive Go-To-Market Global Growth Strategy

Long-Serving Yahoo, Verizon Veteran Mike Petrella to Lead ICARO's Global Revenue Solutions

NEW YORK, NY, US, August 25, 2022 /EINPresswire.com/ -- [ICARO™](#) Media Group, Inc. a Technology Media for Telecom (TMT) sector company, has appointed Mike Petrella to the position of Chief Revenue Officer. An accomplished senior executive with more than twenty years in the programmatic advertising, OTT and digital revenue industry, Mr. Petrella brings a strong track record of achieving revenue growth and will lead ICARO's overall revenue-generation strategy and global execution.

With more than 20 years of industry experience, Mr. Petrella has previously served in executive roles at Verizon Media Group (NYSE and NASDAQ: VZ), Yahoo (NASDAQ: YHOO), OATH (NYSE: AOL) and AOL (NYSE: AOL). Mr. Petrella has a track record of successfully leading revenue strategy, growing

successful sales teams and helping to scale technology companies over the last two decades. Mr. Petrella's expertise spans across the programmatic ecosystem with focus on creating high growth, sustainable revenue streams, data, privacy and identity, along with content syndication and distribution. As CRO, he will be responsible for all commercial revenue activities across the organization including sales, business development, sales operations and other revenue-related activities and teams.



Mike Petrella, ICARO CRO



"I am extremely pleased to announce that Mike Petrella has joined ICARO's executive team as



I am eager to bring my experience and network to help grow our share in existing markets, while making a statement as we enter new markets on our way to becoming the global leader in the TMT sector.”

Mike Petrella, ICARO CRO

Chief Revenue Officer,” stated [Paul Feller](#), Chairman and Chief Executive Officer of [ICARO Media Group](#). “Mike brings a proven track record of leadership, revenue growth and team building as a senior executive of many fortune 500 companies in the technology media sector. I am confident that his experience and leadership will be instrumental to ICARO’s revenue growth success as we expand our global network with industry leaders and partners.”

“I am excited to join the ICARO family,” stated Mr. Petrella. “ICARO is uniquely positioned to help their partners create an immersive, personalized user experience by leveraging

a premium suite of products across addressable tv, In-app, proprietary AI, and much more. I am eager to bring my experience and network to help grow our share in existing markets, while making a statement as we enter new markets on our way to becoming the global leader in the TMT sector. We’re going to make some amazing things happen together!”

###

About ICARO™

ICARO™ empowers Global Telecoms, Media Companies and Broadcast Networks, with over 240M subscribers under contract in LATAM, North America and Europe. ICARO™ creates personalized content offerings and digital experiences for their customers. Through both its SaaS platform and AI-powered direct-to-consumer products, ICARO provides media companies and global telcos the ability to grow revenues, build audience, and access turnkey solutions to stay competitive in an evolving media and technology marketplace. The ICARO platform features include access to a premium content library in several languages, international content distribution solutions, advanced geofencing controls, e-commerce integrations, advertising integrations, multimedia management and curation tools, metadata enhancement and optimization, channels and playlists, and video management and hosting. ICARO’s platforms support multi-language digital content to a growing list of publishers, telco partners and media groups. ICARO is headquartered in New York, with international offices located in Boca Raton, London, Los Angeles, Mexico City, Rome, São Paulo, and Toronto. For more information, please visit www.icaromediagroup.com.

Forward-Looking Statements: Statements in this press release relating to plans, strategies, projections of results, and other statements that are not descriptions of historical facts may be forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and the Securities Act of 1934. Forward-looking information is inherently subject to risks and uncertainties, and actual results could differ materially from those currently anticipated due to a number of factors. Although the company’s management believes that the expectations reflected in the forward-looking statements are reasonable, the company cannot guarantee

future results, performance or achievements. The company has no obligation to update these forward-looking statements.

Christopher Stankiewicz

ICARO Media Group

+1 347-620-9272

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/587689965>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.