

Rosie O'Meara appointed as new CEO of GroundTruth

Former Chief Revenue Officer's deep background in client service will accelerate growth

NEW YORK, NY, US, April 5, 2024

/EINPresswire.com/ -- GroundTruth, the media platform that drives in-store visits and other real business results, announced that Rosie O'Meara has been appointed Chief Executive Officer, succeeding Steve McCarthy who will remain on the board. With a strong track-record of client service and deep knowledge of the advertising marketplace, O'Meara is set to usher in a new era of growth for GroundTruth.

Formerly GroundTruth's Chief Revenue Officer, O'Meara has been instrumental to the company's strategy and expansion within adtech since 2019.

This includes adding [performance CTV](#) to GroundTruth's offering, the [acquisition of Addy](#), and expanding into the [reseller marketplace](#).

"We've built incredible momentum over the last few years under Steve's leadership. He's recruited an industry-leading executive leadership team that is helping our clients achieve real business results everyday, despite an increasingly expensive and complicated advertising landscape," O'Meara said. "I'm excited to build upon this foundation and lean into the things our clients need from GroundTruth and the advertising industry, driving our next phase of growth."

As a 2022 Top Women In Media and AdTech honoree, O'Meara has been recognized as a Tech Trailblazer for her impact on the greater digital media and advertising technology community. Her industry insights, views on the impact of cultural change and professional accomplishments have all been featured at major industry events and leading publications. She is also a celebrated



Rosie O'Meara

board member of the DPAA and WE.DOOH, the DPAA's women empowerment group.

Before joining GroundTruth, Rosie served as Vice President of Customer Success & Mobile Initiatives at a4Media. She joined a4Media through their acquisition of mobile ad platform Zapp360 in 2018. As CEO of Zapp360, she built and grew the business into a profitable SaaS mobile marketing platform for local media companies.

"Rosie knows our customers and their needs better than anyone else in the company," said Brandon Rhoten, Chief Marketing Officer for GroundTruth. "She's the perfect choice to ensure GroundTruth delivers real business results for our clients. The future for both our company and our customers couldn't be brighter."

###

“

I'm excited to build upon this foundation and lean into the things our clients need from GroundTruth and the advertising industry, driving our next phase of growth."

Rosie O'Meara

About GroundTruth

GroundTruth is a media platform that drives in-store visits and other real business results. Using observed real-world consumer behavior, including location and purchase data, GroundTruth creates targeted advertising campaigns across all screens for advertisers. GroundTruth then measures how consumers respond to the campaigns, including if they physically show up to a store location or website, to understand the real business results generated

by a brand's advertising. Learn more at groundtruth.com.


Ander Mateos

GroundTruth

ander.mateos@groundtruth.com


Visit us on social media:

[LinkedIn](#)



**GroundTruth Names
Rosie O'Meara CEO**

“I'm excited to build upon this foundation and lean into the things our clients need from GroundTruth and the advertising industry.”



Real-world behavior. Real business results.

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.

© 1995-2024 Newsmatics Inc. All Right Reserved.