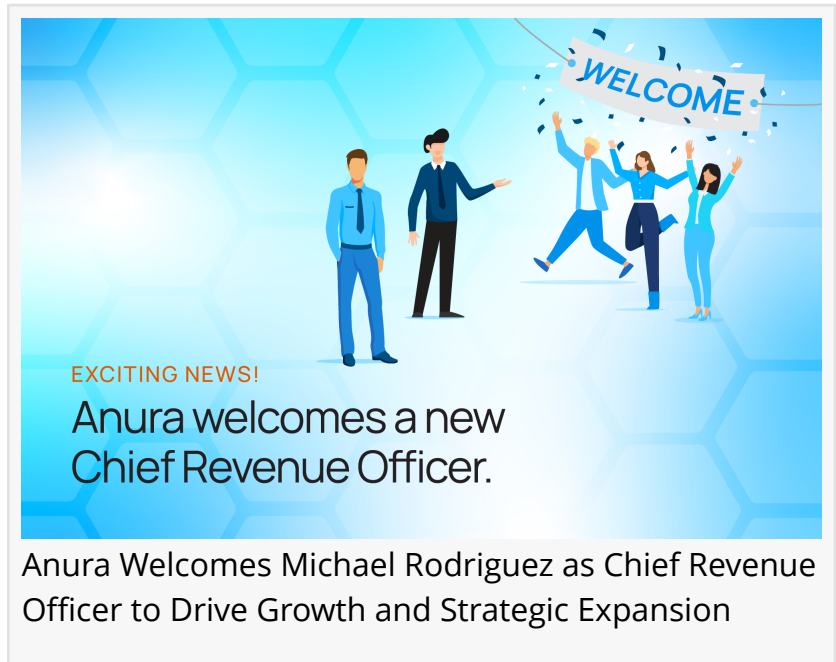


Anura Welcomes Michael Rodriguez as Chief Revenue Officer to Drive Growth and Strategic Expansion

Anura, an ad fraud solution company, announces its new CRO, reflecting the company's rapid growth and commitment to further accelerating its success.

MIDDLETOWN, DE, UNITED STATES, October 8, 2024 /EINPresswire.com/ -- Anura Solutions, LLC, an industry-leading [ad fraud solution](#) company, is pleased to announce the appointment of Michael Rodriguez as its new Chief Revenue Officer (CRO). This strategic hire reflects the company's rapid growth and commitment to further accelerating its success in the marketplace.



Michael brings with him a wealth of experience in the SaaS and lead generation industries, with a proven track record of driving business development, securing major accounts, and building high-performing teams. His extensive background in leading sales organizations and driving revenue growth uniquely positions him to head Anura's continued expansion.

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We're at an exciting point in our journey, and having Michael on board ensures that we can continue to meet the increasing demand for our solution as ad fraud continues to rapidly escalate.”

Rich Kahn

“We are excited to have Michael join our team,” said Rich Kahn, CEO of Anura. “His direct approach and industry expertise make him the ideal leader to help us build on our momentum. As we continue to scale rapidly, Michael's leadership will be critical in refining our sales strategies and driving new business opportunities.”

In his new role, Michael will be responsible for optimizing the company's sales processes, exploring new revenue streams, and setting ambitious yet achievable company goals. He will work closely with the leadership team and other departments, including sales, marketing, and product development, to align Anura's growth strategies with its long-term vision.

Rich Kahn added, "We're at an exciting point in our journey, and having someone like Michael on board ensures that we can continue to meet the increasing demand for our solution as ad fraud continues to rapidly escalate. His experience, leadership style, and energy will inspire our team and help us to navigate the challenges of growth effectively."

Michael's appointment marks a significant step for Anura as the company looks to strengthen its position in the industry, expand its customer base, and continue to deliver the most accurate ad fraud solution. His focus will not only be on revenue generation but also on building a scalable structure for sustained growth.

With Michael leading the sales efforts, Anura is poised to keep up with the increasing market demands while setting new benchmarks for success.

About Anura.io

Anura.io, the [world's most accurate](#) ad fraud solution, accurately identifies [bots](#), malware and human fraud. With a commitment to transparency and integrity, Anura.io equips businesses with the tools and insights needed to protect their digital advertising investments and maximize ROI.

Linda McCauley

Anura Solutions, LLC

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