

Lloyd Braun Joins MutualMarkets Board of Directors

Former ABC Chairman Takes Key Role at at MutualMarkets

NEW YORK, NY, UNITED STATES, October 29, 2024 /EINPresswire.com/ -- [MutualMarkets](#), creator of the world's first scalable partnership digital ad unit, announced today that [Lloyd Braun](#) has joined its Board of Directors.

Lloyd was the recent Chairman of WME and President of Endeavor Client Group. He is the Founder and CEO of Whalerock Industries, the Co-Founder of BermanBraun, former Head of Yahoo's Media Group and for six years was the Chairman of the [ABC Entertainment Group](#). "MutualMarkets has taken the friction out of co-branding by building an incredible platform that marries brands with entertainment content in a marketplace. Leveraging its proprietary AI tech, Mutual Markets gives brands immediate access to world class entertainment IP.

The resulting co-branded ads dramatically outperform traditional ad units and offer unique benefits to both partners. I'm thrilled to be part of the MutualMarkets journey."

"Lloyd is one of the most respected entertainment executives in the world. He has been part of MutualMarkets since our inception helping with our fundraising and strategic direction. We are thrilled to have him join our Board of Directors, said Eric Gould, Founder and Co-CEO."

About MutualMarkets

MutualMarkets is the world's first marketplace allowing brands to find, partner and execute partnership ads with entertainment properties like TV shows. These new partnership ad units are extremely efficient. The ads produce exceptionally high rates of awareness and conversion for both brands as they leverage each of the ad partners engaged followers and fan bases.

Alan Gould



Lloyd Braun

MutualMarkets Inc

+1 818-514-4129

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/752327761>

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.