

Semify Celebrates Allison Willis and Naomi Kagan as 2026 AdExchanger Top Women in Media & Adtech Honorees

Semify leaders recognized for team leadership and revenue growth

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EINPresswire.com/ -- [Semify](#) is proud to announce that Allison Willis has been named a 2026 honoree in the Team Leadership category and Naomi Kagan has been named a 2026 honoree in the Revenue Growth category as part of AdExchanger's Top Women in Media & Adtech awards.



The annual program recognizes accomplished women whose leadership, expertise, and contributions are helping shape the future of media, advertising, and marketing technology. Allison and Naomi's recognition reflects the range of leadership required to build a successful, forward-looking company: developing strong teams, creating a culture of collaboration, and delivering meaningful business results.

Team Leadership: Allison

Allison is being recognized for her ability to bring people together, create clarity, and help teams perform at their best. Her leadership is grounded in the belief that strong results begin with strong teams and that people are most successful when they have the support, context, and trust to do their work well.

"Allison represents the kind of leader who makes the entire organization stronger," said Patrick Briggs, CEO of Semify. "She brings thoughtfulness, energy, and a genuine commitment to helping people succeed. Her leadership is evident not only in what her teams accomplish, but also in the way they work together and support one another. This recognition is a well-deserved reflection of the trust she has built and the impact she continues to make."

In a fast-moving industry defined by constant change, effective team leadership requires more

than managing day-to-day responsibilities. It requires listening carefully, setting a clear direction, encouraging collaboration, and creating an environment where people can take ownership and grow. Allison's recognition celebrates the impact of that work and the positive influence she has on the people around her.

"I'm honored to be recognized in the Team Leadership category," said Allison. "The most rewarding part of leadership is seeing people develop their strengths, take on new challenges, and achieve more together than they could individually. I'm grateful to the colleagues and teammates who make this work so meaningful, and I'm proud to be part of a company that values both performance and people."

Revenue Growth: Naomi Kagan

Naomi Kagan is being recognized for her contribution to revenue growth and her ability to turn opportunity into sustained business performance. Her work reflects the strategic thinking, relationship-building, and consistent execution required to create growth in a competitive and rapidly evolving media and technology landscape.

"Naomi brings a rare combination of commercial instinct, strategic discipline, and follow-through," said Briggs. "She understands how to identify meaningful opportunities, build the relationships that support them, and turn plans into measurable progress. Her recognition in Revenue Growth reflects not just the results she delivers, but the thoughtful and collaborative way she achieves them."

Revenue growth depends on understanding what customers and partners need, identifying where a business can create additional value, and aligning teams around a focused path forward. Naomi's recognition celebrates her role in advancing that work and helping connect strategy to results.

"I'm grateful to be recognized for Revenue Growth," said Naomi Kagan. "Sustainable growth is the result of strong relationships, a clear understanding of the opportunity, and a team committed to execution. I'm thankful to the colleagues, partners, and clients who have contributed to this work and who continue to make progress possible."

"Allison and Naomi demonstrate two important sides of leadership," Briggs added. "Allison strengthens the people and teams that power the business, while Naomi helps create and advance the opportunities that move it forward. We are proud to see both of them recognized by AdExchanger and excited to celebrate this achievement with them."

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delivery model, Semify adds new search and visibility services without building teams or disrupting operations. Semify delivers white-label fulfillment under partner brands: a U.S.-based team of experts makes the calls, and a proprietary software platform handles the capacity. For more information, visit www.semify.com.

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