



wywy Expands U.S. Operations with Appointments of New Key Hires in New York Office

Jeff Lunder and Carissa Parrish Named Sales Managers to Help Spearhead Growth of Pioneering TV Syncing Ad Technology

New York – [wywy](http://www.wywy.com), a market leader in TV syncing advertising technology and real-time TV ad tracking, today announced the expansion of its U.S. operations with the appointments of Jeff Lunder and Carissa Parrish as Sales Managers in the company's New York office.

Lunder and Parrish will contribute to the company's growth efforts by developing new partnerships and strengthening existing relationships with U.S. brands looking to maximize TV advertising strategies. They will report to Alan Ives, wywy's vice president, sales and business development, North America.

Prior to joining wywy, Lunder was an account executive with CBS Radio developing new business opportunities spanning commercial inventory, digital and streaming services. He is a graduate of Indiana University with a Bachelor of Science in Management.

Parrish joins wywy from Everyday Health, where she was a digital sales planner and account manager. She has also served as a digital campaign specialist at A&E Networks, as well as a production assistant at ABC. She is a graduate of Hofstra University with a Bachelor of Arts in Broadcast Journalism.

"We are excited to welcome Jeff and Carissa at this point in our company's growth and expansion in the U.S. market," commented Ives. "They share our vision of creating an integrated cross-screen advertising brand experience and their diverse backgrounds in TV, radio and digital sales are a strong complement to our rapidly evolving business."

Together with its offices in Munich and London, wywy is bridging the gap between TV and online advertising, allowing brands to create a seamless brand story across multiple devices and channels. wywy's technology enables brands to recapture distracted consumers by syncing TV advertising campaigns with a second screen.

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About wywy

wywy (www.wywy.com) offers synchronization of TV and online advertising to reach viewers on their second screen devices and increase ad awareness. wywy's proprietary automated content recognition (ACR) technology enables advertisers to simultaneously target TV advertising in real time and across multiple screens to maximize ROI and analyze the online impact of each campaign. Advertisers can also utilize wywy's analytics tool to compare which TV creatives, networks and dayparts work best together, to optimize media plans accordingly.

wywy supports 400 channels in seven countries and has offices in the U.S., UK, and Europe, with clients including Nissan, Hyundai, Verizon and Visa, among others.

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