

## **ZEFR HIRES RICK SONG, MICHAEL SAPERSTEIN TO DRIVE MEDIA SALES AND ADVERTISING**

*Leader in Social Video Marketing Solutions Hires Digital Industry Veterans to Expand Ad Sales and Accelerate Revenue Growth*

**VENICE, CA., (APRIL 17, 2014)** – [ZEFR](#), a leading platform that builds social marketing and rights management software for online video, today announced strategic growth of its sales team with the hire of former Executive Vice President (EVP) at Clear Channel Media + Entertainment Rick Song as ZEFR's Global Head of Media Solutions Sales and former Machinima Vice President Michael Saperstein as ZEFR's Head of Media Sales (East, Central, Canada).

With more than 20 years of media sales experience—including leading the launch of national digital ad sales for iHeartRadio—Song will scale the company's advertising efforts and deepen its relationships with the world's largest brands and ad agencies. From his base in ZEFR's New York office, Song will lead Saperstein and the media sales team for brands on YouTube.

"ZEFR has developed some fantastic media partnerships over the years, which is why we are bringing in the top talent in digital advertising to drive our media sales," said Richard Raddon, co-founder of ZEFR. "Together, Rick and Michael bring decades of knowledge and experience from working with top global technology and media companies, making them ideal candidates to lead ZEFR's media sales efforts globally as well as on the east coast. As we build on their deep relationships with brands and agencies, ZEFR will be able to help more brands reach their most influential fans than ever before."

As Global Head of Media Solutions Sales, Song will head ZEFR's growing global ad sales team, which is responsible for selling innovative video campaigns and targeting tools to the top global advertisers. Previously, Song was EVP National Digital Sales at Clear Channel Media + Entertainment, where he achieved more than 70 percent revenue growth in 2013 while founding the company's first digital advisory board. Prior to Clear Channel, Song was at Microsoft Advertising for six and a half years, last serving as the GM, Eastern US Sales, where he grew ad revenues four-fold and created "Microsoft Digital Showcase," the company's first video upfront, now in its seventh year.

"ZEFR is on an amazing trajectory as a leader in social video marketing solutions. The company is led by a team of inventive entrepreneurs with a vision to help brands and content owners identify, understand and target their biggest 'fans' on YouTube and beyond," said Song. "This is an exciting opportunity for me to leverage my deep digital advertising experience and online video expertise to help take the company to the next level."

In his new role as Head of Media Sales (East, Central, Canada), Saperstein is responsible for leading all aspects of sales, advertising operations and sales marketing. Prior to joining ZEFR, Saperstein was the Vice President of East Coast, Midwest and Canadian Sales at Machinima, where he built a world-class sales team that drove significant revenue growth from both clients and agencies. He has also held multi-platform sales and marketing leadership positions at NBC Universal, Electronic Arts, Popular Science and Universal McCann & MEC Agencies.

"In my career, I've seen firsthand the advertising power of fans and influencers on YouTube, and it is crucial that brands know how to identify, track and manage that media to drive their business," Saperstein said. "Right now, the demand for brand management and social marketing software is higher than ever, and Rick and I are determined to leverage that demand to take our brands and media partners to a completely new level in marketing."

The new leadership positions follow a \$30 million round of financing led by Institutional Venture Partners (IVP) that included participation from existing investors U.S. Venture Partners, Shasta Ventures, First Round Capital and Richmond Park Partners. The funding will be used to drive the company's software development and continue to grow its sales and marketing efforts worldwide, which will provide brands and content owners the only complete YouTube software solution for maximizing and monetizing their online content.

In their new positions, Song and Saperstein will also host the 2014 ZEFR FanFront on Thursday, May 8th from 4-6 pm in ZEFR's NYC offices at Neuehouse. Contact [zeffanfront@zeffr.com](mailto:zeffanfront@zeffr.com) for more information.

### **About ZEFR**

[ZEFR](#) is the leading SaaS platform for brands and content management on YouTube. The company provides enterprise technology solutions for the world's most respected brands and the largest professional rights owners, allowing them to measure, leverage and engage fans of their content and products on YouTube. ZEFR helps partners understand fans, monetize intellectual property, create awareness and build an audience on YouTube. Clients include Warner Bros., Sony Music, Real Madrid, Universal Pictures, Saturday Night Live, Hasbro Studios and more. ZEFR is headquartered in Venice, CA. For more information, please visit [www.zeffr.com](http://www.zeffr.com).

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