



ZEFR Hires Dave Rosner as SVP of Marketing ZEFR Brings Decorated Agency Innovator to Lead Marketing Efforts

VENICE, Calif., (JULY 22, 2014) – [ZEFR](#), a leading platform that builds social marketing and rights management software for online video, today announced it has hired marketing agency and new media expert Dave Rosner as its new Senior Vice President of Marketing.

With more than 16 years of advertising and new media experience, Rosner will be leading all marketing activity – from establishing the brand positioning to managing marketing and communications activities to driving awareness and adoption in the marketplace. Rosner will be based in ZEFR's New York office.

"ZEFR has seen tremendous growth this year, and Dave will be a key addition to our team as he builds on that momentum and drives all of our marketing efforts," said Rich Raddon, co-founder of ZEFR. "Dave has a proven track record for capitalizing on industry trends for brands, and we're excited for him to leverage that experience to increase awareness and adoption for ZEFR."

Prior to ZEFR, Rosner served as Executive Vice President, Director Innovations for Initiative, one of the Interpublic Group's two worldwide media networks. Dave led the agency's Innovations unit nationally. His team consisted of pioneering and visionary thinkers, drawing creative ideas from the worlds of technology, emerging media and pop-culture to generate cutting edge and innovative media and marketing campaigns. Under his leadership, the group garnered more than 100 awards/appearances on shortlists including Initiative U.S.'s first ever Cannes Lion (Silver Lion, best integrated campaign for Hasbro).

"I could not be more excited to join ZEFR. They sit at the crossroads of video and culture, and ZEFR knows culture better than anyone else because they have access to the firehose of data from one of the largest video and social platforms in history – YouTube," said Rosner. "Having run Innovations at an agency and worked with both brands and content owners - I knew right away when I saw ZEFR that this is what the industry has been looking for."

In 2010 Rosner was named a Media All-Star by *Mediaweek* magazine and appeared on the cover of *Brandweek*. In 2007, Rosner recognized the power of mobile marketing when he led the creation of the first-ever 24/7 mobile channel on MobiTV promoting the launch of Lionsgate Film's "Saw III." This forward thinking approach to mobile marketing was named *Adweek/Mediaweek* magazine's Media Plan of the Year in the mobile category and more importantly helped drive impressive marketing results for the client. He also created the social media practice at Initiative and led an intra-agency team on a program with Best Western and Facebook proving social media can deliver both impact across social and overall marketing channels.

Rosner has held roles of increasing responsibility at Initiative since he joined in 2007 including oversight of the Amphibian Unit (advanced TV solutions) and East Coast Digital Practice. Prior to Initiative, Rosner climbed the ranks at J. Walter Thompson (JWT) serving as Worldwide Account Supervisor where he helped launch the first content and entertainment group at an advertising agency. In addition, he has been a partner at an urban marketing and digital design firm. He began his career at Bozell.



Rosner holds a Bachelor of Arts degree from Washington University in St. Louis and an MBA from Columbia Business School. He is a born and raised New Yorker who also serves as an advisor to a number of emerging companies.

About ZEFR

[ZEFR](http://www.zefr.com) 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.zefr.com.