

## Charlie Chance, Vice President of Business Development

Charlie Chance has 15 years of experience in digital media. His experience includes business, partner and channel development, advertising sales, and new product development. Mr. Chance has built, motivated and retained leading sales organizations, created and launched new products including a digital ad network product, and developed partnerships with companies such as Yahoo. He has produced department revenue in excess of \$25 million annually.

Most recently, Mr. Chance was the Director of Online/Digital Media with Cox Media Group Digital. Among his accomplishments, he played a key role in developing the Yahoo Newspaper Consortium, a strategic partnership between Yahoo and over 500 daily U.S. newspapers. The consortium is a highly successful alliance between Yahoo and many newspaper publishers, which provides access to the Yahoo audience as well as highly sophisticated ad targeting technology to publisher members. Within the Yahoo Newspaper Consortium, Mr. Chance's team led all newspaper publishers in sales nationally from the initial product rollout and maintained that position for two years.

Mr. Chance has maintained a leadership position in his sales and sales management roles throughout his career with Cox Enterprises. He grew revenue over 200% in his first 6 months as Director of Online Advertising with the Palm Beach Post, and attained 300% growth in online real estate revenue in his first year as Online Sales Manager with The Atlanta Journal-Constitution/ajc.com.

Prior to joining Cox Enterprises, Mr. Chance was self-employed in the apparel and textile industry where he was successful in developing new territories, launching new product sets, and rapidly growing sales volume.

Mr. Chance earned a Bachelor of Arts degree in Economics from the University of North Carolina at Chapel Hill. He is a member of the Atlanta Internet Marketing Association (AIMA), Search Engine Marketing Professional Organization (S.E.M.P.O.), and the Atlanta Marketing Association (AMA).