

Laura Stinnett, Vice President of Sales & Marketing

Ms. Stinnett has more than 15 years of experience in sales and sales management, including 11 in digital advertising. Ms. Stinnett has extensive experience in developing online campaigns to help advertisers identify and reach their customer base, increase sales and revenue by driving traffic to their sites and stores, and optimize their Internet presence while creating online brand awareness. Her expertise extends to analyzing advertising strategies and campaigns for clients while interpreting the results of the advertising promotions.

Most recently, Ms. Stinnett was Digital Sales Manager for The Atlanta Journal-Constitution/ajc.com, a Cox Enterprises subsidiary. During her time at ajc.com, she managed the advertising sales and operations staff responsible for digital revenue and ad operations. Ms. Stinnett consistently exceeded her sales goals and was most recently responsible for \$14.5 million in digital advertising revenue. She helped create and launch new media products for ajc.com including video, mobile and behavioral targeting to foster rapid growth and create new revenue opportunities. Additionally, Ms. Stinnett developed the first ajc.com case study measuring the power of branding online, launched behavioral and demographic targeting, was instrumental in developing the online media kit, and played an integral role in the launching of ajc.com's partnership with Yahoo. In 2008, she was selected as one of the AJC's "Women of Achievement" in conjunction with the YWCA of Greater Atlanta's Salute to Women of Achievement.

Prior to joining ajc.com, Ms. Stinnett was with USAToday.com as a Digital Account Executive. She was responsible for selling online advertising campaigns to national advertisers throughout the Southeastern United States, and while there she increased revenue by 75%. Previously, she was a Digital Account Executive with accessAtlanta.com, part of Cox Interactive Media's network of city sites. She was the top revenue producing Account Executive for Cox Interactive Media for two years in a row.

Ms. Stinnett is a member of the Atlanta Internet Marketing Association (AIMA), and the Atlanta Marketing Association (AMA). Ms. Stinnett earned a Bachelor of Science in Mass Communications from East Tennessee State University with a minor in Business Management.