



**FOR IMMEDIATE RELEASE**

## **Influicity Welcomes Former BBC, Postmedia Sales Executive as Vice President of Sales**

***Sandra Mackechnie joins the influencer media company as the team's first VP of Sales, responsible for all revenue operations and new client development***

**Toronto, Canada (Sept 12, 2018)** - Influicity, a leading provider of influencer media technology and solutions, is proud to announce that Sandra Mackechnie has joined its team as Vice President of Sales. Sandra brings almost two decades of experience as a digital sales leader, driving revenue, client strategy, and development of new media offerings. She will report to Influicity CEO, Jon Davids.

Most recently, Sandra served as VP of Digital Sales in the Canadian office of BBC Worldwide, driving revenue and developing new product offerings. Prior to that, she served as VP of Digital Advertising at Postmedia Network, leading corporate digital strategy at both the national and local levels.

"Sandra has a deep knowledge of the marketplace having built and run the digital operations at the largest media brands," says Jon Davids, founder and CEO of Influicity. "From programmatic, to mobile, to data intelligence, Sandra has a robust and well-rounded perspective on what clients want today and what they'll expect tomorrow. She will be an incredible asset to our growing team."

Influicity has expanded significantly in 2018, winning large media accounts and renewing with 90% of its clients. In the last year, major account wins include a top 5 bank in the US, a top 3 restaurant chain, and a global video game producer. Outside of North America, it runs influencer campaigns in the UK and Asia.

"Having worked on the Publisher side of Advertising for much of my career, I've had the benefit of evaluating numerous platforms and approaches to the age-old dilemma - how do Marketers get their message to stand out in a crowded advertising market," says Sandra Mackechnie. "It is clear to me that influencer marketing provides a compelling solution for this, as a burgeoning channel that is only going to increase in popularity for marketers. The conversion rates are astronomically higher than conventional digital advertising and we all know, Social Media isn't going anywhere. Influicity is well-positioned to capture a substantial piece of this market."

## **About Influicity**

Influicity operates at the intersection of influencer media & technology, providing access to millions of influencers, AI-driven data & insights, and turnkey solutions. The company works with global brands and agencies across North America, Europe and Asia.

The company's key value proposition is 100% inventory access. Influicity does not operate as a talent network, representing only a limited set of influencers. Rather it provides clients with access to the entire spectrum of influencers with the insights to choose the best ones for their marketing programs.

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