



Press release – For immediate release
December 16, 2021

Jordana Fatsis joins Neo as Executive Vice President of Sales.

Montreal, December 16, 2021 – NEO is proud to announce that Jordana Fatsis, a 30-year veteran of the OOH (Out of Home) and DOOH (Digital Out of Home) industry will be joining the company as Executive Vice President of Sales. Based in Toronto, Fatsis will commence her role on January 10, 2022.



This announcement comes on the heels of the recent announcement that Luc Quétel joined NEO as the Executive Vice President and Partner. Jordana and Luc worked together at Astral Media (acquired by Bell Media) from 2005-2016 where they held their respective roles of Executive Vice President of Sales and President for Astral’s Out of Home division.

“Securing a leader like Jordana was my top priority, she will be an essential member of our leadership team which we will continue to reinforce over the coming months. We are pursuing the development of our existing assets and we will be looking to diversify our media networks” said Quétel. Today **NEO** comprises four leading out-of-home advertising networks with a total of 3,750 ad displays in Canada: **NEO SHOPPING** (malls), **NEO ON THE GO** (service stations and convenience stores), the most recent addition **NEO FITNESS**, and **NEO MOBILE** (mobile solutions to complement traditional out-of-home campaigns).

“In her role, Jordana will lead our Montreal and Toronto sales teams. Her professionalism, expertise and passion for this industry is only surpassed by her ability to enhance client experiences and build an environment of mutual respect amongst teams”. said Ronald Tapiero, President of NEO.

“I am excited to join Neo and be part of a nimble SME where we can make smart quick decisions to expand our product and market portfolio. Ultimately, this is key not only for growth but to provide creative new solutions for our clients”, said Fatsis.

About Jordana Fatsis:

Jordana started her career in the OOH industry in a marketing capacity, quickly shifting into sales where she was later promoted to Director of Sales when Astral purchased Omni Outdoor in 2001.

During her time as EVP at Astral Media/Bell Media, Jordana was responsible for both National and Retail sales teams across Canada. She played a vital role in product launches and market expansions including Large Format DOOH, Street Level DOOH, and Airports. Most recently, Jordana was active in the world of programmatic DOOH.

Jordana served on the Board of Directors of COMMB, Ad Club and OMAC. In 2017, Fatsis was honored by Ad Club and received the Award of Merit in recognition for her dedication and outstanding contribution to the Canadian Out of Home Industry. Currently, Jordana is Co-Chair on the DOOH committee for the IAB Canada.

About NEO:

NEO SHOPPING is Canada's largest mall network with over 100 properties in 70 cities and towns across 8 provinces with 1,300 eye-catching digital ad displays and endless opportunities for media creativity. **NEO ON THE GO** has already deployed 1,800 indoor and outdoor digital screens in some 300 service stations and convenience stores around the country. NEO is actively growing its most recent addition, **NEO FITNESS** (which already boasts more than 200 digital displays), by entering into long-term agreements with Nautilus Plus, World Gym, Anytime Fitness, and other independents. **NEO MOBILE** rounds out NEO's service offering, reaching specific target audiences on their mobile devices based on their geographic locations, interests, and sociodemographic profiles.



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