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TUESDAY, SEP 23

## Goodman Joins Placecast as CEO



Location-based interactive media company **1020 Placecast**, has brought in **Alistair Goodman** as its new CEO. Most recently VP of strategic marketing at online ad network Tribal Fusion, Goodman has spent more than two decades in marketing and advertising in various industries.

Placecast's location-based ad solution allows advertisers to reach a highly targeted audience using "place-based" information to determine what they're doing and

what type of consumer they are. And it does it without collecting any identifying data. Placecast is concerned with making sure its advertisers reach the right consumers, but doesn't care about the platform being used; its solution works across the Web, mobiles, Wi-Fi and e-mail.

"Placecast is leading the way in the next major billion-dollar advertising opportunity, location-based services, and I am thrilled to join their team and lend my experience to this market," Goodman said of his new position. "Placecast has already struck major deals and generated real revenue, so it is my mission to catalyze its current strengths and expand upon that success in new growth areas."

Posted by Susan | 10:45 AM | [Executive Changes](#)

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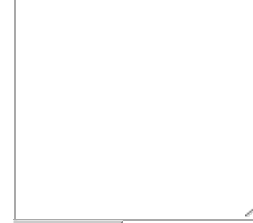
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