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Industry Shake-Ups, Hires: Phorm, 1020 Placecast, WebMD

Written on

December 2nd 2008

Author

by [Kathleen](#) |

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ADOTAS – The beleaguered behavioral targeting company Phorm is bidding goodbye to its non-executive chairman Steven Heyer, COO Virasb Vahidi and two other board members following their scuffles with Phorm CEO Kent Ertugrul over management and the



company's future direction. The departing board members are Motorola chairman David Dorman and Rothschild executive Christopher Lawrence.

Phorm has appointed former Chancellor of the Exchequer Norman Lamont as a non-executive director; CEO of Fairfax Stefan Allesch-Taylor as a non-executive director; Stephan Partridge-Hicks as a non-executive director and chairman of Broadband Stakeholders Group Kip Meek to its board.

Location-based advertising company 1020 Placecast snagged Jeff Montgomery, the former VP of sales at Tribal Fusion and the director of sales at DoubleClick. Montgomery is 1020 Placecast's new CRO.

WebMD has welcomed Richard Sutton as senior vice president of sales for consumer markets. Previously, he was senior vice president of digital media sales at Warner Bros. Entertainment.



Reader Comments.

Wow, is Phorm now on their 4th COO since 2005? Seems Kent continues to turnover board members too. Note to future Phorm execs (from their 1st COO) — Kent is very binary. You're either in or you're out. Cross him and you're out.

Posted by [Jordan Mitchell](#) | 1:43 am on December 3, 2008.

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