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September 23, 2008 08:01 AM Eastern Daylight Time 

## Online Advertising Veteran, Alistair Goodman, Joins Leading Location-Based Advertising Network, 1020 Placecast, as Chief Executive Officer

*Former Tribal Fusion Executive to Lead Firm in Broadening Its Reach Into Brands and Advertising Community*

SAN FRANCISCO--([BUSINESS WIRE](#))--The world's largest place-based interactive media company, 1020 Placecast, strengthened its leadership team with the announcement today that Alistair Goodman, former VP of Strategic Marketing at Tribal Fusion, will be joining the company as CEO. Mr. Goodman's addition is a major step for the company as it looks to capitalize on its cross-channel, location-based advertising network.

Alistair joins the 1020 Placecast team with more than 20 years experience in marketing and advertising across various industries. Prior to joining Exponential Interactive, the parent company of Tribal Fusion™, he led the North American business division for Corven, a UK-based management-consulting firm, where his clients included a variety of Fortune 500 companies. Formerly, Alistair served as Senior Vice President for Sales and Marketing at Impli, a new media company specializing in retail environments. In his 7 plus years of online advertising experience with Tribal Fusion and other companies, Alistair built relationships with major retail chains, media companies and advertising agencies, many of which he will now draw upon in his role at Placecast.

"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," said Alistair. "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."

Placecast is the only location-based advertising solution that unlocks valuable, relevant audiences for advertisers across the Web, mobile, Wi-Fi and email. At the company, Alistair will be responsible for managing a growing team of advertising, wireless and technology experts looking to build on Placecast's revolutionary technology. Remarkably, the technology allows advertisers to use "place" information to determine what consumers are doing and what type of consumer they are, without ever collecting or using any personally identifiable information.

"Alistair is a wonderful addition to our team and already an integral part of our company," added Anne Bezancon, President and founder of Placecast. "I look forward to the leadership and experience he brings as we grow."

Recently, Placecast made news with the announcement of their cross-platform, location-based advertising campaign with leading local events Website, Eventful.

**About 1020 Placecast, Inc.**

1020, Inc. is the developer and owner of Placecast™ Media, the first online advertising network to target highly sought-after audiences using location-based information across the Web, mobile, and Wi-Fi. 1020's groundbreaking Placecast service recently earned the company the "OnMedia Top 100" Award, given to game-changing companies in the marketing, branding, advertising, and PR industries. Current advertisers include Microsoft Windows Mobile, FedEx Kinkos, and Hyatt Hotels. 1020 is funded by Voyager Capital and Onset Ventures. For more information about Placecast, please visit [www.placecast.net](http://www.placecast.net).

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