

## Libsyn Adds Seasoned Podcast and Digital Sales Leader Meredith Krantz to Drive Brand Partnerships

**PITTSBURGH, March 7, 2023** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, announced the appointment of Meredith Krantz as Director of Brand Partnerships, based in New York. She will be responsible for driving brand partnerships and sales of direct, programmatic, and integrated podcast-first campaigns for Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. Krantz joins Libsyn from Cumulus Podcast Network, owned and operated by Cumulus Media, where she served as Vice President of Digital Partnerships.

“With a diverse growing listenership, podcast advertising remains a bright spot – especially as more advertisers look to take advantage of new programmatic capabilities,” said Chris Bowlby, Head of Brand Partnerships at Libsyn’s AdvertiseCast. “Meredith brings an impressive audio and digital media background and a passion for podcasts, and we’re thrilled to have her join our team to build and strengthen relationships with East Coast brands and agencies as we scale our next phase of advertising growth.”

“Libsyn has built a trusted reputation as the industry pioneer with high-profile exclusive shows, highly sought-after podcast advertising inventory, and innovative ad tools, said Meredith. “I look forward to educating more brands on Libsyn’s AdvertiseCast differentiated strategy and the untapped opportunity with podcast advertising to drive more value to achieve measurable outcomes.”

With a track record in partnership building, consultative sales, and new business development, Krantz brings a decade of podcast industry and more than 15 years of multi-platform expertise spanning branded content, live events, and digital audio. At Cumulus Podcast Network, she led the go-to-market strategy for the creation and sales of podcast-first branded solutions for the podcast network. Previously, Krantz served as Senior Director of Partnerships at The Atlantic focused on driving sales of branded content programs, display and programmatic advertising campaigns for the publisher.

Before that, she held senior sales positions at Slate and digital ad networks, TargetSpot and Undertone. At these organizations, she successfully introduced and educated advertisers on best practices for working with emerging digital channels and her work resulted in impactful programs for clients, including Volvo, HSBC, Remy Martin, Jaguar, Land Rover, IHG, BMW, and Shell, among others.

Krantz holds a Bachelor of Science in Literature and Dance from Sarah Lawrence College.

### About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading all-in-one podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio content. In 2022, the Company hosted over 75,000 shows and delivered over 8 billion downloads to listeners globally. Libsyn’s [AdvertiseCast](#) marketplace combines an industry-leading ad buying and management platform with full-service capabilities that make it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns on over 3,000 shows. Based in Munich, Germany, Libsyn’s [Julep Media](#) platform is the leading podcasting hosting platform and advertising marketplace in Europe. Libsyn also powers podcast membership platform, [Glow](#), and web hosting platform, [Pair Networks](#). Visit [libsyn.com](#) or [investor.libsyn.com](#) for more company information.

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