

## Libsyn Names Rick Selah as New EVP of Sales for AdvertiseCast Marketplace to Accelerate Podcast Advertising Growth

**PITTSBURGH, March 5, 2024** – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, announced the appointment of Rick Selah as Executive Vice President of Sales for Libsyn’s AdvertiseCast. Selah previously has served as Executive Vice President of Content Partnerships at Libsyn since 2022 and, in this new role, Rick will be responsible for spearheading the expansion of the industry leading AdvertiseCast marketplace and driving revenue growth.

“Advertisers are embracing podcast advertising as a trusted media channel that’s now on par with other dominant media channels with advanced audience targeting and attribution measurement capabilities — and our AdvertiseCast marketplace is leading the way,” said **John W. Gibbons**, Chief Executive Officer at Libsyn. “Rick will be instrumental in scaling our expansive podcast advertising portfolio of host-read, dynamic, and programmatic ad offerings. His wealth of experience in the podcast industry, strong advertiser relationships, and sales track record make him a valuable leader to drive our next phase of accelerated growth.”

As a seasoned sales leader, Selah brings decades of expertise in media industry sales. As Executive Vice President of Content Partnerships at Libsyn, Rick was instrumental in expanding creator partnerships and bringing massive shows like The Viall Files and Lore as well as ABC Audio to the Libsyn AdvertiseCast family. Prior to Libsyn, Rick served as Co-Founder and President of PodAdReps (PAR), where he led advertising sales efforts for a diverse catalog of independent podcasts. His leadership resulted in the acquisition of PAR by Libsyn, further solidifying his impact on the podcasting industry. Rick’s career journey also includes significant roles such as Vice President of Sales at CastPlus and Vice President of Sales at Westwood One.

“Podcast advertising is gaining prominence with more marketers, and Libsyn AdvertiseCast has built a foundation for accelerated growth with its deep investments in innovative advertising tools and technologies,” said Rick. “I’m thrilled to work alongside Libsyn’s leadership team to lead sales and educate more brands on the immense potential of podcast advertising, empowering them to harness the medium’s power to engage high-value audiences and achieve measurable outcomes. Together, we’ll continue to elevate the podcasting landscape and drive proof-of-performance for advertisers.”

The expansion of leadership marks a pivotal moment for Libsyn as the Company celebrates its 20th year in podcasting. Libsyn has made substantial investments in platform innovations, particularly in expanding its advertising offerings and enhancing industry-leading tools for creators and advertisers alike.

### About Liberated Syndication

Celebrating our 20th year in podcasting, 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 and video content. The Company hosts more than 75,000 shows and delivers 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 across thousands of shows. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more information on the Company and the platforms that it powers.

# # #

**Media Contacts:** Ray Yeung + Nancy Zakhary | [ray@relev8.co](mailto:ray@relev8.co) + [nancy@relev8.co](mailto:nancy@relev8.co)  
**Investor Contact:** [investor@libsyn.com](mailto:investor@libsyn.com)