

Libsyn Appoints Christopher Avello as Vice President of Marketing to Drive Next Phase of Accelerated Brand Growth

March 4, 2025 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading podcasting platform for creators and advertisers, announced the appointment of **Christopher Avello** as Vice President of Marketing. In this role, Avello will lead the company’s marketing strategy, expanding Libsyn’s reach and strengthening engagement across the platform. His appointment is effective immediately, and he will be based in Boston.

“Chris brings deep expertise in audio storytelling, performance marketing, and leadership, making him a valuable addition to Libsyn as we continue to invest in our podcasting platform for creators and advertisers,” said **Brendan Monaghan**, CEO of Libsyn.

“Joining Libsyn at such a dynamic time for podcasting—one of the fastest-growing mediums—is an exciting opportunity,” said **Christopher Avello**. “Libsyn has established a strong foundation and commitment to empowering podcasters—from independents to established creators and advertisers. I look forward to shaping the marketing strategy to further amplify its influence and impact.”

With over two decades of experience in digital media, marketing, subscription-based businesses, and the audio story-telling space, Avello brings a proven track record of driving growth and innovation. Most notably, he spent nearly 13 years at **Amazon’s Audible**, where he led marketing efforts for Audible’s integration with Alexa, Kindle, and Fire devices, as well as spearheaded international expansion efforts into new markets such as Australia, Japan, Italy, Canada, and India.

Following his time at Audible, Avello served as Head of Subscriber Experience at **Boston Globe Media**, where he focused on optimizing the digital subscription journey and enhancing reader engagement. He then joined **Catapult** as Vice President of Performance Marketing, where he led marketing strategy for both B2B and B2C initiatives, including the launch of Catapult One, the company’s first direct-to-consumer hardware subscription business. Most recently, he was General Manager of Chirp Books, overseeing strategy and growth for the audiobook marketplace.

About Liberated Syndication

Celebrating our 20th year in podcasting, Liberated Syndication Inc. (“Libsyn”) is the leading podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio and video content. The Company hosts more than 70,000 shows and delivers over 2.5 billion downloads annually to listeners globally. [Libsyn Ads](#) offers industry-leading podcast advertising solutions, serving as a comprehensive ad buying and management offering for creators, advertisers, and agencies to initiate and manage highly targeted campaigns across thousands of shows. Visit [libsyn.com](#) or [investor.libsyn.com](#) for more information on the Company and the platforms that it powers.

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