



FOR IMMEDIATE RELEASE: June 23, 2020

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TRUE NATIVE MEDIA IN HYPER-GROWTH: SEASONED PODCAST PLAYERS JOIN THE TEAM.

Morro Bay, California: True Native Media today announced the promotion of one key leader and two new employees across divisions. The announcement comes as True Native Media sees expansive growth in the podcast advertising industry.

"It's an exciting time for us." Says Heather Osgood, True Native Media Founder. "We have invested heavily in technology, processes, and people to align ourselves with the growth we are experiencing. It reflects our mission to build strong partnerships with podcasters and advertisers alike."

Gretchen George has been promoted to VP of Podcast Operations and Campaign Management, where she will continue to build and maintain robust operations processes. She will also develop improved partnerships with advertising agencies; and focus on curating a high-level portfolio of podcasters.

"Gretchen has been instrumental in the growth and development of True Native Media. Her eye for detail and education in Enterprise Architecture has helped create and streamline systems and processes for our growing organization. Gretchen has systematized our campaign management processes and aided in building our staff. She has been essential in the functioning of the company." says Heather.

Laurel Earhart joined the company as VP of National Sponsorships, effective June 16, 2020.

Earhart joined True Native Media from Entravision Digital, a multicultural media conglomerate focusing on US-based Hispanic consumers.

She was Senior Director of Digital Sales for over a year and worked closely with consumer brands to make their offerings relevant to a LatinX audience.

Earhart brings over 10 years of experience selling digital advertising to True Native Media. She will work closely with brands, advertisers, and agencies to facilitate successful podcast advertising campaigns.

"I'm thrilled to be working with True Native Media. The team is poised for growth as we address the often overlooked mid-tier sized podcasts with appropriate and relevant advertisers. The podcast content is excellent, and there are plans and price points for every advertiser looking to connect with their ideal audience. I'm excited to be part of such a dynamic and creative team."

Additionally, Earhart's experience includes her two years at PRX, where she sold podcasts and live event-based advertising to consumer brands and ad agencies.

"We are beyond thrilled to have Laurel Earhart join the team and strengthen our relationships with our advertising partners," says Osgood. "Her vast experience in digital ad sales will be a massive asset to the growth we are experiencing."



Kegan Munguia joined the company as National Account Manager, effective June 16, 2020.

Munguia comes to True Native Media from PodcastOne, where he was The Traffic and Operations Manager for over three years. He has 5 years of experience in direct response advertising and three years experience in podcast advertising project management, creative ad production, and strategic partnerships that will benefit True Native Media's growth.

He is responsible for overseeing strategic campaign creation. He will work with advertisers to make sure their advertising campaigns run as smoothly and productively as possible. Munguia's focus will be on direct advertisers and select agencies.

"I am thrilled to be joining forces with the True Native Media team," says Munguia. "I aim to contribute discerning ideas to the influential audience of the dynamic podcast industry."

Munguia's previous experience also includes time as a media specialist with Beachbody, where he focused on building relationships with media-buyers, partner agencies, and media vendors.

"Kegan Munguia's extensive experience in the podcast industry is what we need to continue to build our advertising relationships," says Osgood. "I'm excited to see the innovation he will bring to our organization."

About the company: True Native Media, a remote boutique podcast representation agency that specializes in podcast advertising. Founded in January of 2016, the company represents over 60 high-quality podcasts, with engaged audiences, in various genres. Some of the top podcasts are Pat Flynn's Smart Passive Income, Merriam-Webster's Word of the Day, and Relationship Advice.

