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Robb Report acquires new executives to further digital presence

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Robb Report June 2015 cover

By STAFF REPORTS

Robb Report is announcing several senior-level appointments, some that include the acquisition of previous executives from Martini Media.

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Earlier this year the CEO of Robb Report created a new position for Stephen Colvin, which placed him as the president of the digital division and COO of Robb Report media. Mr. Colvin's position will be enhanced by the addition of three new senior-level employees who have backgrounds and expertise in the digital world.

New positions, new ideas

John Ruvolo will be the chief digital revenue officer. He was previously the chief revenue officer at Martini Media and will lead the publication's digital revenue initiatives.

Also from Martini Media, Paige McCrensky will be the senior vice president of marketing and take charge of the marketing for Robb Report media.

Last week it was announced that affluent marketers Martini Media is furthering its approach of reaching an affluent audience online with its acquisition by digital publisher Evolve Media.

Under the new agreement, Martini will remain under the same leadership and will function much the same, but the agency will have access to the publishing company's technology and resources. Combining both company's expertise will enable them to create valuable custom advertising catered to the affluent, reaching them across devices ([see story](#)).

Robb Report's addition of Mr. Ruvolo and Ms. McCrensky is likely a result of this acquisition.

A third senior level executive was also added to Robb Report's leadership. Joseph Gallagher will be the senior vice president of digital partnerships. He was previously the senior vice president of channel sales for Collective, a programmatic multi-screen advertising company.

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