

Bloomberg names commercial director for media in EMEA

Bloomberg Media's Managing Director for Europe, the Middle East and Africa, Adam Freeman today announced Matt Teeman will join the firm as commercial director for its international multi-platform media organisation in the region. Bloomberg Media includes web, mobile, television, digital video, radio, print magazines and live events. Teeman will oversee Bloomberg Media's advertising sales efforts, pursuing innovative revenue models and expanding into new markets as part of Bloomberg's new consumer media strategy.

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