

Company Profile

Kevin Bartanian – EVP Sales & Business Development



Kevin oversees all sales and business development efforts at StandardVision.

He is responsible for maximizing ad sales revenue and leading the sales effort for StandardVision's products and services across the U.S.

Kevin is an advertising industry visionary with a 15-year track record of exceeding client expectations. His passion for customer service is the cornerstone of his success, having developed strategic relationships with CEOs, CMOs and media executives of world-class organizations around the world (Google, Nest, Yahoo, Salesforce.com, Charles Schwab, Amazon, Forever 21, Nike, T-Mobile, Microsoft, Apple, Warner Brothers, Disney and Virgin America, to name but a few).

Prior to coming to StandardVision, Kevin spent 5 years as the Director of National Sales at JCDecaux, the world's largest outdoor advertising company, where he oversaw sales initiatives for their national U.S. digital billboard, street furniture, mallscapes and transportation assets. While at JCDecaux, he developed and led a top producing business development team out of their Los Angeles office and achieved double-digit sales growth for four consecutive years. He developed company-wide sales programs aimed at driving revenue from new customers by re-packaging existing media assets. He also collaborated with marketing & IT departments on various projects including the implementation of a Customer Relationship Management system.

Prior to joining JCDecaux, Kevin was the Director of Sales & Marketing at Citi Mobile, a non-traditional outdoor advertising company. Kevin also ran his own interactive advertising firm, Intellix Media, which invented and patented the CoasterCD™ (media packaging) & IMcard™ (updatable interactive CD-ROM), before he sold the company to a larger firm. His customer service skills were honed during his leadership tenure with The Ritz-Carlton Hotel Company, where he served as assistant director for three years.