



## **Signal Hill Insights Welcomes Audio Sales Veteran Grace Carrick**

July 25, 2023 - Leading audio research firm Signal Hill Insights is excited to announce that audio sales veteran Grace Carrick has joined as head of U.S. business development. Responding to the continued positive growth in digital audio advertising, Carrick will lead efforts to bring Signal Hill's innovative holistic brand lift measurement to more agencies and brands in order to help them better assess and optimize their podcast and streaming audio campaigns.

Carrick has more than 25 years of experience in audio sales, including terrestrial radio and streaming. She was an early advocate for podcast advertising, serving as VP of audio partnerships at Midroll Media (acquired by SiriusXM/Pandora), where she developed, negotiated and executed podcast activations for some of the largest brands and agencies in the space.

Paul Riismandel, Signal Hill's Chief Insights Officer, said, "When Grace and I worked together at Midroll she sold the very first podcast campaigns to some of the nation's biggest brands, often requiring brand lift measurement. Working closely with her on executing these studies I came to admire her extensive experience in audio and the deep relationships and trust she forged with her clients. Grace's curiosity and attention to detail meant she put in the effort to understand clearly just how and why podcasts perform for brands. I'm fired up to get the band back together again to bring new measurement innovations to the digital audio marketplace."

As VP, sales for Westwood One and Dial Global Carrick built and fostered key brand and agency relationships, executed turn-key network radio and audio extension campaigns for advertisers across a national footprint of 8000+ radio stations, and high-profile sports and entertainment audio programming including the NFL, NCAA, and The Grammys. She has been recognized for consistently exceeding revenue goals, and for helping amplify the national audio marketplace with conceiving and organizing industry thought leadership seminars and events.

Carrick said, "I am beyond thrilled to bring Signal Hill Insights' unique audio brand lift measurement solutions to national advertisers and agencies. In particular, the Signal Hill team has an extraordinary vision to move the podcast and audio advertising industry forward by combining unmatched experience with holistic insights, focused on optimizing brand impact. The industry is at a critical inflection point that demands this kind of innovation. I'm ready to dive in."

*Signal Hill Insights is an audio research firm with a core focus on brand lift studies for podcasts, streaming audio and radio, and survey-driven audience insights. Signal Hill partners with broadcasters, publishers and advertisers on custom research solutions for audio, including industry leaders like Acast, Cumulus/Westwood One, iHeartRadio, NPR, Pacific Content, SXM Media, and Triton Digital.*



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