

# Riverside Media Appoints Director of Business Development – William Gole

LAKE PLACID, N.Y., Jan. 6 (SEND2PRESS NEWSWIRE) – Riverside Media / Global Media Network, Inc., a leading provider of global media services and advertising sales representative for major media companies throughout the world, today announced the addition of William (Bill) Gole as Director of Business Development.

Bill joins Riverside with extensive experience in the publishing industry. Most recently, he was Senior Vice President, Business Development for Thomson Healthcare, a division of Thomson Reuters. In that capacity he had responsibility for strategic planning and the division's M&A activity. Prior to that, he was Senior Vice President for Worldwide Sales and Services for Thomson Scientific, an internationally renowned scientific database publisher with offices in Philadelphia, San Diego, London, Tokyo, Seoul, and Singapore. He has also held the positions of President and Chief Executive Officer of Frost & Sullivan, an international market research firm, and of Publisher at the American Institute of CPAs.

Working closely with W. John Holmes, president of Riverside, Bill will have responsibility for charting and implementing Riverside's strategic plan. This includes identifying emerging market opportunities and executing major growth initiatives.

"Bill comes to Riverside with a wealth of planning expertise and international experience in the publishing industry," said Holmes.

"I am extremely pleased to have an executive of his caliber join our team. I see tremendous untapped opportunity in the international advertising market and Bill will play a key role in sizing and prioritizing them, as well as developing strategies to exploit them," he added.

Riverside Media is the North American advertising representative for the premier media companies in Asia/Pacific, Europe, the Middle East, and Africa. An independent U.S.-based operation, Riverside has provided simplified and centralized access for North American ad agencies and advertising clients to major consumer and trade media of all types worldwide for the last 30 years.

For more information visit [www.accessriverside.com](http://www.accessriverside.com) or call 518-523-4794.

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