

News Items

John Ellis

ADVERTISING INDUSTRY VETERAN MATT SEILER JOINS NEWS ITEMS' BOARD OF DIRECTORS

Expanding Enterprise Now Offering *News Items*, and *Political Items* Newsletters and *Night Owls* Podcast co-hosted by Joe Klein and John Ellis

SOUTHPORT, Conn., February 13, 2024—SmithEllisItems, Inc., the holding company of the *News Items* newsletter covering global politics, financial news, advanced technologies and science, announced the appointment of Matt Seiler to the organization's board of directors.

Seiler will bring decades of expertise in marketing, branding, and talent management, having generated numerous successes and industry-defining innovations as a global leader in the advertising industry.

Seiler's appointment comes on the heels of *News Items*' recent expansion into additional brands and formats including the recently launched *Political Items* newsletter as well as new podcast "Night Owls" hosted by founder and editor John Ellis and acclaimed author and political commentator Joe Klein.

"Matt is renowned for his tremendous insights and achievements in creating and strengthening connections between people and brands around the world," said Ellis. "We are excited to welcome him to our board of directors and are eager to tap into his expertise as we continue to grow our offerings."

Seiler's current mission is to reimagine the corporate talent space. He presently heads up the Executive Services group at Banff Advisors, the premier talent management organization, where he leads the company's suite of Executive Advisory products and the teams that support its top-tier executive clients.

Prior to his pivot to talent management, Seiler built a celebrated career in advertising as a three-time CEO, spending 15 years with Omnicom Group and eight with The Interpublic Group leading creative, media, and consolidated client services.

In these roles Seiler drove defining initiatives in the advertising industry, paving the way for increased automation and performance-based compensation models.

Agencies within which he worked or led included Goodby Silverstein and Partners; Wieden and Kennedy, BBDO, Ammirati and Puris, PHD and Mediabrands. Key clients included: Microsoft, Chrysler, Pepsico, BMW, Sony, Mastercard, Schwab, and many more.

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