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Liquid Compass Drives Radio Revolution with Key Strategic Hires

Streaming radio innovator adds new talent with both traditional radio and digital expertise, including incoming COO Stephen Guillot

DENVER - Jan. 24, 2012 – Denver-based [Liquid Compass](#), one of the nation's most innovative streaming delivery networks dedicated to the revival of local radio, has bolstered its management team with experienced executives with both unsurpassed traditional radio experience and leading-edge digital expertise.

“We must be able to understand the needs of local radio stations as well as the desires of today’s digital listener and merge those two worlds into a successful business model,” said Zackary Lewis, founder and CEO of Liquid Compass. “These executives deepen our bench in every aspect of our business.”

The conclusion of a months-long, nationwide search for a chief operating officer (COO) to drive operational leadership and the strategic vision of the company resulted in the hiring of Stephen Guillot. In his new position, Guillot is expected to have an immediate positive impact on Liquid Compass’s reach to new business verticals and overall financial performance. Guillot will not only be responsible for day-to-day business operations, but he also is expected to strengthen client relations, improve team performance and drive new revenue streams for the company.

Before joining Liquid Compass, Guillot served as president of consulting firm Rubicon Solutions, senior vice president of NxTV (a provider of digital entertainment services), senior sales vice president at SuiteLinq (an integrated content provider for the hospitality industry) and vice president of sales and strategic alliances at On Command Corp. Guillot was also instrumental in developing strategic international partnerships and leading efforts to expand such services on a multi-national basis to countries in the Pacific Rim, South Korea, UAE and Western Europe.

Also joining Liquid Compass as senior vice president of sales is Thomas Callahan, who brings extensive experience from CBS Radio, Metro Networks, Standard News Radio Networks and as general manager at several radio stations. Callahan also spent 11 years as general manager of the Associated Press Radio Division.

Liquid Compass has bolstered its technology team with the addition of Jaxon Repp as director of Development. Repp has been a senior media executive for 15 years and has a depth of experience both as a programmer and a creative designer. He most recently served as senior product development specialist at SpireMedia, the Rocky Mountain region's largest and most successful interactive web development firm. He has founded several digital marketing firms, including Delicious Monster and Digital Collateral, a mobile collateral distribution platform, served as CTO of new media network Jookt, and was vice president of client strategy for Factory Design Labs, a leading full-service advertising agency for interactive design and development for clients including Audi, The North Face and Oakley.

Continued strong interest from potential clients also prompted Liquid Compass to add two account managers to its sales team, Dean Licata and Tyler Brookfield.

"Liquid Compass has posted significant growth over the past year, and we're poised to surpass our goals in 2012 with a diversified portfolio of new network streaming products and services," said Zackary Lewis, founder and CEO of Liquid Compass. "After celebrating our 10th year monetizing radio for broadcasters around the country, Liquid Compass has become a force to be reckoned with. As a result, we're attracting and promoting some of the industry's most experienced talent."

About Liquid Compass

Liquid Compass is a premier streaming delivery network headquartered in Denver. In addition to a wide array of stream hosting services for desktop and mobile applications, Liquid Compass is also the leading developer of customizable media players and radio streaming applications. Currently, Liquid Compass provides streaming media services to more than 1,000 radio stations in markets throughout the U.S., including: Cromwell Radio, Bonneville, Hubbard Radio, Crawford Broadcasting, Sandusky Broadcasting, Saga Communications, Salem Communications and more. More information about Liquid Compass is available at www.liquidcompass.net

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