

Versus Systems Appoints David Spiegel to its Advisory Board

written by Igor Makarov | August 21, 2020

August 21, 2020 ([Source](#)) – **Versus tabs senior sales executive from BuzzFeed, Vox, to join ad sales team**

Versus Systems, Inc. (Versus) (CSE: VS) (OTCQB: VRSSF) (FSE: BMVA) has appointed David Spiegel to its advisory board effective August 1, 2020.

Spiegel is a dynamic executive with an extensive track record of developing and implementing unique and effective marketing programs for a wide range of media enterprises and their partners. He has spent the past decade in leadership positions at some of the most well-regarded publishers. In Spiegel's most recent role as head of sales at New York Media (publisher of *New York* magazine), he led a complete business transformation, enabling the merger with Vox Media, where he served as vice president of sales.

Prior to New York Media, Spiegel was the chief revenue officer at Inverse, a tech and science publisher of content targeted to Generation Z that was acquired by Bustle Digital Group. He was also the senior vice president of sales and brand strategy for CNN's "Great Big Story," online column, helping to launch the brand and build its monetization strategy and team. Earlier in his career, Spiegel was a founding member of BuzzFeed's sales team and held leadership roles during his tenure there, including vice president of brand strategy and partnerships and vice president of branded video strategy.

"Having David, an experienced media executive with a proven track record in transforming businesses, join our advisory board

is an important step forward for Versus,” said Matthew Pierce, founder and CEO of Versus. “As we continue to capitalize on the growth momentum we’ve experienced so far, we look forward to having David’s unique perspective to provide strategic input on how best to further drive revenue and user growth across our business.”

Commenting on his appointment, Spiegel stated, “Versus has built a unique in-game prizing and promotion platform that has generated extensive reach through various brand partnerships in the past several months. I look forward to leveraging my extensive background implementing various marketing and monetization strategies for well-known media companies to ensure Versus is well-positioned to continue capitalizing on this momentum going forward.”

Spiegel received his bachelor’s degree from the University of Southern California and a master’s degree from New York University’s Stern School of Business.

About Versus Systems

Versus Systems, Inc. has developed a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game and in-app prizing across mobile, console, PC games, and streaming media. Brands pay to place products in-game and gamers compete for those prizes. For more information, please visit www.versussystems.com or visit the official Versus Systems [YouTube channel](#).

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