

Jill Seidman Paredes Joins Cannella Response Television as Broadcast Long-Form Media Buyer

BURLINGTON, Wis., Sept. 8, 2010-- Cannella Response Television (www.drvtv.com), a leading direct response television media service company, announced today that Jill Seidman Paredes has joined the company as broadcast long-form media buyer. She reports to Bill Raymond, executive vice president, broadcast media director, west coast.

Paredes joins Cannella from Euro RSCG Edge in Carlsbad, Calif., where she was a senior media buyer responsible for negotiating and buying national media.

“Jill has directed and coordinated the successful launch of several key product lines in the DRTV and infomercial arena, and profitably negotiated millions of dollars of media per year on behalf of a diverse group of clients,” Raymond said. “She is a terrific addition to our buying team.”

Before working for Euro RSCG, Seidman was owner of Sage Media, LLC, a Philadelphia-based direct response media agency. She also served as president of Pinnacle Direct, a Philadelphia-based, wholly-owned subsidiary of a Los Angeles media company.

Seidman earned a bachelor’s degree from the University of Arizona in Tucson.

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