



MercuryMedia

For Immediate Release

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MERCURY MEDIA WELCOMES DRTV VETERAN, RUBEN HERNANDEZ, AS PRESIDENT OF LONG FORM DRTV

*Industry leading direct response performance marketing agency
creates new position to meet expansive client needs.*

(Santa Monica, CA) December 17, 2013 – [Mercury Media](#), the largest independent full-service direct response media agency in the country, is pleased to announce it has appointed Ruben Hernandez to the newly created position of President, Long Form.

Hernandez is a seasoned veteran of the direct marketing industry. His two decades of expertise spans multiple media disciplines including television, digital, mobile, radio, print, direct mail and out-of-home. At Mercury Media, Hernandez will oversee all Long Form media, new business development, client services and operations.

Prior to joining Mercury Media, Hernandez was instrumental in the launch and growth of Integrated Media Solutions. As part of the core leadership team, he helped grow the agency over a 10-year period from seven to 150 employees with exponential annual billings growth leading to its sale to MDC Partners.

Hernandez began his direct-response advertising career in 1992 at Williams Worldwide Television, an international leader in infomercial marketing. He managed several key agency accounts including AOL, Kent & Spiegel Direct and Quaker State. Later, as Regional Sales Manager for Latin America, Hernandez led direct response product sales in Latin American markets from Mexico to Chile.

“Ruben has a proven track record as a leader and team builder and I’m confident he’ll be a tremendous asset to both his colleagues and our clients,” said Maria Eden, Mercury Media President. “Not only do I expect him to bring support to our existing media capabilities but I am also excited about the contributions he will make in integrating our expanded services to further drive Mercury’s success.”

Ruben will be working from Mercury's Santa Monica office and can be reached at rhernandez@mercurymedia.com or 310-451-2900.

About Mercury Media

Mercury is the largest privately owned, full-service performance marketing agency in the country, with headquarters in Santa Monica, CA and offices in New York, NY; Framingham, MA; Princeton, NJ; Philadelphia, PA and Chicago, IL.

Mercury has been a leader in the direct response industry for well over 20 years. The company is the leading expert at generating consumer transactions and acquiring customer leads through the use of television and digital media and has led the way in creating industry-leading analytics and media management.

Most recently, Mercury has expanded into online with the addition of Mercury iMarketing, a full service digital agency with a complete suite of online advertising services. Mercury now offers fully integrated offline and online solutions to clients.

For additional information regarding Mercury Media's clients, services and expertise please visit: www.mercurymedia.com. For original articles, visit The Mercury Index Blog at www.mercurymedia.wordpress.com. Follow us on Twitter: www.twitter.com/mercurymediadr.

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