

# Example: Executive Appointment Press Release

FOR IMMEDIATE RELEASE

## Marketing Markets Appoints Former PR Newswire Executive as Chief Operating Officer

*New hire to scale operations and accelerate global platform expansion*

**New York, NY – April 30, 2025** — *Marketing Markets*, the AI-powered press release distribution agency behind the **AIWire** platform, today announced the appointment of **Leah Kim** as its new **Chief Operating Officer (COO)**. Kim brings over 15 years of experience leading operations and growth strategy at global media and communications firms, including a decade-long tenure at PR Newswire.

As COO, Kim will oversee strategic execution, international expansion, and customer experience across all Marketing Markets distribution and technology units.

“Leah brings a rare combination of operational excellence and industry insight,” said **Ross Soodoosingh**, CEO of Marketing Markets. “Her leadership will be instrumental as we scale the platform and expand the role of AI-powered press releases in modern communications.”

Prior to joining Marketing Markets, Kim served as VP of Global Operations at PR Newswire, where she led enterprise integrations, client delivery, and cross-border compliance for thousands of brands. Her experience will directly support Marketing Markets’ continued growth across North America and Europe.

“Marketing Markets is not just evolving PR — it’s redefining how stories are discovered,” said **Leah Kim**. “I’m excited to join this exceptional team and help scale a solution that’s built for both journalists and the future of AI-powered search.”

The appointment comes as Marketing Markets surpasses 10,000 press releases distributed and continues to expand its integrations with platforms like Perplexity, Gemini, and ChatGPT.

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### About Marketing Markets

Marketing Markets is a press release distribution platform helping startups and scaleups gain real visibility through guaranteed media placement and AI-first indexing. Based in New York, the company serves clients across 20+ industries. Learn more at <https://marketingmarkets.com>.

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