

BDG Taps Sales Lead, Marc Rutchik, from Vox

Marc Rutchik Will Serve as Executive Director of Sales for BDG's Cultural Innovation Portfolio

MARCH 2, 2020 - NEW YORK - BDG announced today the hire of Marc Rutchik as Executive Director of Sales for BDG's Culture & Innovation Portfolio. Marc's appointment is effective immediately and he will report to Elizabeth Webbe Lunny, Executive Vice President, Revenue, BDG.

In his role, Marc will be responsible for building revenue and partner relationships across the entire BDG portfolio, with a special focus on [Inverse](#), [Input](#), [Mic](#), and [The Outline](#).

"Marc brings with him deep relationships and prowess within the technology and telecom space," said Lunny. "His passion, creativity, and sales acumen are fantastic additions to the team."

Most recently, Marc served as Vox's Senior Account Director, where he was responsible for some of the company's largest brand partnerships across various Fortune 500 partners within the Consumer Electronics, Telecommunications, and Technology verticals. Earlier in his career, Marc worked at The Manual, Digital Trends, and Undertone.