

Samantha Brown is the Director of Business Development at Mesmerize. She earned her B.A. in Communications from the University of Michigan. Prior to joining Mesmerize in 2019, Samantha worked as a media strategist and client advisor to a leading pharmaceutical company at IPG's Initiative. Samantha is active in the POC and OOH communities, and sits on PoC3 and OAAA committees, as well as the Advisory Board of DPAA's Women's Empowerment in Digital Out of Home Committee.