



Joe Hadari Joins truTV as SVP, Brand Marketing & Strategy

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TruTV hired seasoned media executive Joe Hadari as senior vice president of brand marketing and strategy—a newly-created position within the comedy network.

Hadari will be responsible for the development and implementation of innovative, data-driven marketing strategies that drive awareness, engagement and retention among the network's growing audience. In addition to overseeing truTV's consumer marketing group, Hadari will also have oversight of the integrated partnerships and promo scheduling teams.

He will be based in the network's New York headquarters and report to Puja Vohra, executive vice president of marketing and digital.

"We have come a long way in developing the truTV brand and increasing our awareness and relevance over these past few years, and we're now ready for the next step," said Vohra in a statement. "It is crucial to our growth that we focus on becoming experts in data management and media attribution, and with his experience and strategic approach, Joe is the absolute perfect addition to our team. He will play a pivotal role as we look to expand on our already massive digital footprint and social engagement."

With more than 15 years of extensive and varied media agency experience, and a deep passion for entertainment, Hadari comes from an eight-year stint at Horizon Media. He most recently served as the agency's senior vice president and managing director, where he developed overall brand strategy for entertainment clients, as well as infusing his digital strategy experience into wide-ranging plans across the company's portfolio.

Before that, Hadari held various at other top media agencies such as Zenith Media, Carat and Mindshare. His career has touched on many media facets - from media planning and buying to digital specialization to overall brand strategy-and he brings his unique experience "in-house" to the brand side for the first time in his new role at truTV.

"Once I convinced myself the interview wasn't an episode of Impractical Jokers, I was drawn to the network's distinct programming, unique audience and innovative spirit," he said about what brought him to the company.

"Plus, last year's announcement about reducing its commercial load was way ahead of the industry, and I felt demonstrated truTV's mindset for responding to what its audience wants and functioning as a leader in the category," Hadari added. "I look forward to utilizing my diverse background to help drive linear ratings and solutions for advertisers, deepen the connection with our viewers, and prepare for the future of content consumption across all truTV platforms."

A graduate of Indiana University, Hadari lives in New York City's West Village with his husband and an adorable French Bulldog named Hugo.

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