



Gil Larsen

VP, Americas

Gil is responsible for driving Blis' ad sales revenue in the U.S. and has built strategic media and marketing partnerships with leading brands over the past 20 years.

Prior to joining Blis, Gil served as Regional Vice President for Thinknear, a location-based mobile competitor in the U.S. Over the course of his career, Gil has worked for both digital media companies such as YuMe as well as professional sports leagues including the National Basketball Association.

Given his background, Gil's expertise lies in working collaboratively with both agencies and clients in creating strategic, data-driven marketing and media alliances that help drive the business forward.

Outside of work, Gil's a family man. When he's not cheering on his son at his travel baseball and soccer games, you can find him at his daughter's dance recitals and tennis matches. He also enjoys running and recently completed his first New York City Marathon.