



Gas Station TV appoints Sean McCaffrey as CEO

Gas Station TV (GSTV) has announced Sean McCaffrey as its new President and Chief Executive Officer effective immediately.

McCaffrey succeeds David Leider, GSTV's co-founder and CEO of nearly 12 years, who grew the company to a national presence and is now launching a new venture.

"(We're) pleased that Sean will lead GSTV as the company enters its next phase, advancing its position as a leading national video network in an evolving media landscape," said Kenan Basha, GSTV Board Member and Principal at Rockbridge Growth Equity.

McCaffrey has spent more than 20 years in the media industry, working in a variety of senior sales, partnership and leadership roles across a number of markets and regions.

"We are a national video network that is intrinsically part of the consumer journey, often directly prior or adjacent to a purchase decision," said McCaffrey.

In April 2017, GSTV and Verifone announced a 50-50 joint venture that combined the assets and operations of Verifone's Pump Media division with GSTV. The combined business operates under the GSTV brand and will deliver 3.3 billion annual impressions through more than 18,000 locations in all 50 states by year's end.

GSTV can be viewed throughout the country at leading gas retailers like Speedway, Circle K, Tesoro, Sunoco, BP, Chevron, Conoco-Phillips, Gulf, Arco, Marathon, Exxon-Mobil, Shell and Murphy USA.