

James Wyatt Hill has been described as a classic entrepreneur. He is a guy who knows how to run a business, thrives on the hunger to win, and possesses a knack for making money. Sounds like the path to CEO was quick and easy, doesn't it? Not quite. After college, Hill sold television time to farmers in Salinas, Calif. While in school, he was an independent salesman of coffee table books. In a sense, he attributes his success today and his work ethic to those lessons he learned during the unglamorous years.

Before adMarketplace, Hill excelled as an ad executive with CBS and Telerep. Throughout his time in the sales trenches he fought for every point of market-share through up and down economies—a practice he still applies with each adMarketplace client and by working closely with his employees.

While at Telerep—the largest and most successful TV station ad rep firm in the United States—Hill developed marketing strategies for Fortune 500 advertisers throughout 18 markets. While thriving there, he sought to work at a network and moved on to a lucrative marketing role at CBS Television, where he produced much-lauded marketing programs for clients that included Kraft, Toyota and Warner Bros.

In 2000, Hill leveraged his advertising expertise and business acumen to launch adMarketplace; the payoff for him and his colleagues has been tremendous. He has now led the company to 50 percent year-over-year growth for the third straight year.

A proud University of Southern California Trojan, Hill resides in Manhattan. Outside of work he spends time relaxing in Southampton, in addition to shark fishing and skiing. He is an active supporter of New York-based non-for-profit theatre company Urban Stages.