



Vector Media Announces Elizabeth Santos Joins as Vice President of Pricing and Planning

New Leadership Role Advances Go-To-Market Strategy

NEW YORK CITY, NEW YORK / [ACCESS Newswire](#) / January 26, 2026 / Vector Media, a leader in mobility marketing, today announced that Elizabeth Santos has joined the company as Vice President of Pricing and Planning, a newly created role designed to support the company's evolving go-to-market strategy and expanding measurement capabilities.

In this role, Santos will lead pricing, inventory management, and sales planning across Vector Media's national portfolio. As the company continues to partner with a broader range of marketers, Santos will play a critical role in introducing more dynamic pricing models, strategic packaging, and impression-based selling-helping optimize value for all.

Santos brings extensive experience managing inventory, pricing, and sales planning across major media organizations. She most recently served as Vice President of Pricing and Planning at Great American Media, where she established and led the inventory systems and planning processes. Prior to that, Santos held senior pricing and inventory leadership roles at Optimum Media (formerly a4 Media), ION Media Networks, and Univision Communications. Throughout her career, she has built and scaled pricing and planning functions to maximize performance.

"Elizabeth brings deep expertise in pricing, planning, and inventory strategy at a time when Vector is expanding how we go to market," said Bennett Fogel, President of Sales and Marketing at Vector Media. "Her ability to dynamically price and strategically package inventory based on demand, market conditions, and seasonality will be instrumental as we enhance our offerings and expand our partnerships."

Santos will report to Fogel and work closely with Vector's sales and operations leadership as the company continues to evolve its pricing and planning infrastructure.

About Vector Media

Vector Media is a Mobility Marketing Company - putting brands in motion and in front of audiences where they live, work, commute, shop, and play.

At the core of our approach: Mobility Media - high-impact, street-level and coast-to-coast campaigns, including the only nationwide double-decker fleet - and Experiential - immersive activations that create unforgettable, real-world brand moments.

We're architects of attention and creators of moments, blending bold creative with strategic placement and full-service production. Partnership drives everything we do: accountable, collaborative, and relentlessly innovative to keep brands moving forward.

At Vector, mobility marketing means meeting audiences in motion-building scale, frequency, and lasting impact with every touchpoint.

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