



Vector Media Appoints Peter Pouliopoulos as Vice President of Brand Partnerships

NEW YORK, NY / [ACCESS Newswire](#) / January 23, 2026 / Vector Media, a leader in mobility marketing, today announced that Peter Pouliopoulos has joined the company as Vice President of Brand Partnerships. Pouliopoulos brings more than 20 years of experience building high-value brand partnerships directly with top-tier clients across media, entertainment, and global sports platforms.

Pouliopoulos most recently served as Vice President of Olympics and Paralympics Sales at NBCUniversal, where he led all West Coast partnerships for the Tokyo, Beijing and Paris Olympic Games. He also led all West Coast sponsorship efforts for the LA28 Games that included the Milan Winter Games and extended well beyond traditional media to include broader partnership, Team USA IP and experiential elements.

Prior to NBCUniversal, Pouliopoulos held senior leadership roles across digital and entertainment media companies including HYFN, Machinima, and Univision Communications. As a leader in client development, he is known for his creativity, relationships and ability to make the impossible possible.

"Peter is a seasoned media executive with a rare ability to develop business at the highest client levels," said Jack Randall, EVP of Brand Partnerships and Experiential at Vector Media. "His Olympic partnership experience, strong client relationships, and collaborative approach make him an outstanding addition to our team."

In his new role, Pouliopoulos will focus on expanding Vector Media's brand partnerships business, including the new Vector Sports division. All while leveraging the company's national footprint and integrated mobility marketing platform to deliver custom, high-impact solutions.

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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SOURCE: Vector Media