



## **Media Research Firm Signal Hill Insights Promotes Paul Riismandel to President**

Toronto, Canada - AUGUST 20, 2024 – Signal Hill Insights, a leading media research firm, is pleased to announce that effective September 30th Paul Riismandel will take the helm of President, playing a pivotal role in the company’s forward thinking and continued growth.

As one of the first research professionals in the podcast industry, Riismandel has brought a wealth of experience and expertise to Signal Hill Insights and its clients. Serving as Chief Insights Officer since January 2023, his deep understanding of digital audio advertising and ad effectiveness has established Signal Hill as the leader in adding industry insight to its media research services.

In his new role Riismandel will be responsible for driving Signal Hill Insight’s strategic vision and will be instrumental in guiding Signal Hill Insights towards continued success and growth, including solutions for rapidly emerging sectors like video podcasting and the creator economy.

Riismandel succeeds former President, Jeff Vidler, who will continue with the firm as founder and strategic advisor.

“I am excited and humbled by the opportunity to take on this role, and grateful for the trust Jeff and the Signal Hill team have placed in me,” says Riismandel. “Data only becomes valuable with context and analysis, and providing our clients with deeply informed, actionable and bespoke insights will continue to be our signature – one that is fundamentally integrative.”

Best known for his pioneering role at Midroll Media, acquired by SiriusXM in 2020, Paul has overseen hundreds of ad effectiveness studies for nearly every major brand in the space, developed the industry’s largest first-party listener panel of podcast consumers and authored original thought leadership research defining best practices in podcast advertising.

“I’m absolutely thrilled to pass the baton to Paul,” says Vidler, “From the time we first worked together when he was our client at Midroll, I knew Paul had the smarts, the shared values and the vision to be an industry leader. I was over the moon when he agreed to join us as Partner, as I am again now that Paul is set to take Signal Hill to new heights as President.”

**About Signal Hill Insights:**

*[Signal Hill Insights](#) is a media research firm with a core focus on brand lift studies for audio and video podcasts, streaming audio and radio, and survey-driven audience insights. Signal Hill partners with broadcasters, publishers and advertisers on custom research solutions for audio, including industry leaders like Acast, AdLarge, Cumulus/Westwood One, iHeartRadio, NPR, Pacific Content, SiriusXM Media, Soundrise and Triton Digital.*

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