



**Kurt Robinson**  
EVP, Business Development

With experience in AdTech and startups, Kurt Robinson brings a comprehensive and strategic perspective to healthcare marketing. He began his career as a media buyer and has since expanded his expertise through roles in sales and business development. Currently residing in Chicago, Kurt joined Swoop 12 years ago, where his role has grown and evolved significantly. As an EVP at Swoop, Kurt is responsible for overseeing television partner relationships and enhancing client campaign strategies across various channels. He excels in driving optimal brand outcomes by leveraging Swoop's innovative TV marketing solutions, including their data-driven approach to linear, addressable, and connected TV. Kurt holds a degree in business and psychology from Ohio University. His commitment to excellence and innovation makes him a vital asset to Swoop's mission of transforming television advertising through precise audience targeting and strategic alignment across all TV inventory.