

Signage company ANC hires Kerepesi from Pac-12 Networks to run sales

By Michael Smith, Staff Writer

Published June 27, 2016

Steve Kerepesi, who spent the last five years leading the sponsorship sales team for Pac-12 Networks, has left the conference to join ANC, the Learfield-owned video display and signage company in New York.

ANC created a new position for Kerepesi — executive vice president and chief revenue officer. He'll start Friday and report to President and CEO Jerry Cifarelli.

Kerepesi will run sales for ANC, a company that Cifarelli co-founded in 1997 and has grown into one of the leading providers of video displays in the sports space. Learfield acquired the company in March 2015 and since then Cifarelli has driven ANC into more non-sports business, specifically in high-traffic transportation and retail areas.

"We're really growing the non-sports vertical, we're into 3-D mapping and we're doing interactive displays now," Cifarelli said. "Our focus is really on being a true technology service provider."

With Cifarelli's attention on expanding the business, he's been looking for a No. 2 who could maintain and grow their efforts in college and pro sports.

Kerepesi, who helped launch Pac-12 Networks as the first wholly owned media company by a college conference, saw some similarities at ANC.

"Not that it's a startup, but it is like a new chapter for a company that's expanding and moving forward in a big way," said Kerepesi, formerly an IMG executive before going west to join the Pac-12 in 2011.