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Blue Ocean Media House announces alliance with Radian

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Miami, Florida - Blue Ocean Media House LLC is excited to announce the launch of an alliance with Radian IoT, Inc. This collaboration will combine Blue Ocean's leading marketing and advertising technology with Radian's award-winning supply chain optimization, intelligent logistics and asset management technologies.

In this project, the two companies will utilize each other's innovative technologies and cross-functional teams to make an even larger impact in the industry. "This is a unique opportunity to add value to both the manufacturer and dealer. Our goal is to assure that brands and dealerships are positioned to take full advantage of the digital tools, data, and opportunities available," said Casey Mommer, Founder of Blue Ocean Media House. "Think of this as an alliance of innovators to give the OEMs and dealerships sales tools that pinpoint consumer interests in a way that does not exist today," said Scott Crutchfield, President of Radian IoT, Inc.



About Blue Ocean Media House

Blue Ocean Media House is an acclaimed digital advertising firm leveraging real-time consumer data to bolster sales, advance growth and connect companies with consumers. Blue Ocean's founder, Casey Mommer worked with both Red Bull and CBS before launching Blue Ocean Media House. "I grew up a marine enthusiast, competing and working within the watersport sector. My goal was always to return to where I came from, so it is rewarding to bring this tech to the marine industry."

Blue Ocean Media House has recently added extra firepower to the team. "We were very fortunate to bring aboard John Mommer, former Marketing Director of HO Sports Company, to add another level of marketing experience and digital savvy to our team. The value we can bring to our clients is now truly unmatched."

For more information, please visit: blueoceanmediahouse.com



About Radian

Radian is known for supply chain optimization, intelligent logistics, and asset management solutions through big data and predictive analytics. Radian's mission is to provide enterprises with the most powerful data in the marine industry. Scott Crutchfield, Radian's co-founder, is a marine industry icon who has helped OEM's and dealers deliver unparalleled customer satisfaction. Together with Radian's CEO Joe Czarnecky, they have created a unique data and technology company focused on the Marine, RV and Powersports Industry.

For more information, please visit: radianiot.com