



## **Permission.io Announces Appointment of VP of Finance & Compliance**

Austin, TX, October 15, 2018 -- Permission.io today announced that it has appointed Matt Erhart as VP of Finance & Compliance. Erhart will be responsible for financial and compliance management, including emerging regulatory guidance surrounding cryptocurrency.

Matt brings more than 9 years of regulatory compliance and financial experience to Permission. He holds the FINRA Series 7,66 and 24 licenses. Prior to joining Permission, he was the Chief Compliance Officer of Reality Shares Advisors, where he helped launch the first blockchain ETF in partnership with Nasdaq and was heavily involved with the pending launch of a cryptocurrency hedge fund and cryptocurrency retail investment platform. Previously he worked for the Financial Industry Regulatory Authority (FINRA) in both the Los Angeles and Kansas City district offices. Erhart graduated Summa Cum Laude from the University of Kansas where he earned his degree in Finance.

On joining Permission.io, Erhart said, "I am thrilled to join the team that is using blockchain technology to disrupt the enormous digital advertising market, where trust, transparency, integrity and compliance are integral to our mission of rewarding members for their time, attention and data."

### **About Permission.io**

Permission.io is creating a new digital advertising model built on permission between advertisers and consumers. With complete transparency, advertisers and consumers can now forge trusted relationships that were unavailable through the legacy models of interruption and exploitation.

