



ALETHEIA
MARKETING & MEDIA



**MARKETING
MEDIA
BUSINESS**

Chris Schembri

FOUNDER + CHIEF EXECUTIVE OFFICER

Chris Schembri created Aletheia Marketing & Media in 2018 and has overseen its rapid growth, including being recognized by INC Magazine as one of the 5000 fastest growing private companies in the U.S in 2024. Under his leadership, Aletheia acquired Zenzi, a pioneer in values-based audience research, and Pluralytics, a patented AI platform, positioning the company for continued exponential growth. Recently, he was honored as a finalist for the DCEO Innovation in Software and SAAS Award and named to the SMU Cox School of Business "Dallas 100" list.

Named one of Advertising Age's Media Maven, Mr. Schembri has a proven track record of success in media strategy and planning, with his deep understanding of delivering effective marketing strategy, messaging optimization and values-based research among other disciplines. He served as Chief Operating Officer for Camelot Strategic Marketing & Media overseeing the strategic planning, buying and business results for Southwest Airlines, Main Event and Grupo LALA among others. Prior to Camelot, Schembri served as Vice President for AT&T Media Services, where he led all media planning and buying for AT&T, managing resources of \$1.8 Billion annually.

Chris also held senior positions with Discovery Networks and J Walter Thompson, Detroit. In 2008, he and his team were awarded a Silver Effie for the efforts supporting the debut of Discovery's Planet Earth. Mr. Schembri was named "Professor of the Year" for three consecutive years as professor of Marketing Strategy for the University of Windsor.



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TOPICS + EXPERTISE

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Digital Fight Club live debate - "Testing New Platforms Without Wasting Time & Money"

iHeart CEOs You Should Know podcast

An Agency Story podcast

The Journey with Christian D Evans podcast - "Killing the Big Whales in Digital Marketing"

Forbes Business article - "The Untapped Potential Of Values-Based Marketing"