

pollaroo

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ABOUT pollaroo

Pollaroo is the social app bringing energy back to the feed — where curiosity turns into conversation and opinions ignite in real time.

Fast, visual, and wildly engaging, Pollaroo lets users ask bold questions, vote instantly, and see the world's take unfold before their eyes.

What sets it apart? On Pollaroo, every post can spark debate — users are encouraged to add comments and share why they voted the way they did, turning quick polls into real, meaningful conversations.

It's part social, part game, all connection — transforming everyday moments into the conversations everyone wants to join.

Born in San Diego, built for the world, Pollaroo is free on iOS and Android.

Learn more at PollarooApp.com and follow Pollaroo on [Instagram](#), [Facebook](#), [X](#), [TikTok](#), [Threads](#), [Snapchat](#) and [LinkedIn](#).



EXECUTIVE TEAM

Ric Militi

Founder & Chief Executive Officer (CEO)

As founder and CEO of Pollaroo, Ric Militi shapes the company's vision, drives brand strategy and leads the team bringing this social innovation to life. A respected leader with more than 30 years in marketing, he has created award-winning campaigns in several categories throughout his career and has worked with dozens of top global brands, including Pennzoil, Neutrogena, Corona Beer, Kahlúa and Universal CityWalk. Since 2012, Ric has also led InnoVision Marketing Group as CEO, transforming it into a nationally recognized agency. His expertise in marketing psychology and consumer analytics drives his vision for Pollaroo as the next evolution of social connection.

Sean Jaeger

Chief Technology Officer (CTO)

As Chief Technology Officer, Sean Jaeger leads Pollaroo's technical strategy, overseeing development, deployment and scalability. With more than 25 years of experience, he has architected enterprise-level platforms and cloud solutions for Fortune 500 companies including American Express, Cushman Wakefield, Sempra SoCal, SDG&E and SRP. Sean has led engineering teams through complex digital transformations and built scalable systems that power mission-critical operations. He believes Pollaroo's focus on polling will redefine online engagement, enabling meaningful interaction and connecting communities.

Giselle Campos

Chief Brand Officer (CBO)

As Chief Brand Officer, Giselle Campos shapes Pollaroo's vision, voice and cultural relevance through strategy, storytelling and partnerships. With a portfolio spanning more than 80 mobile app launches, Giselle has driven creative strategies for brands like Yoplait, Hilton, Ralph Lauren, MAC Cosmetics and Burger King. Giselle has built campaigns reaching millions of consumers and established authentic connections across industries. She believes Pollaroo empowers creators, amplifies new voices and fosters curiosity and dialogue across dynamic online communities.



EXECUTIVE TEAM

Alanna Markey

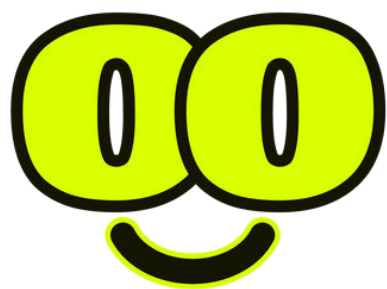
Chief Marketing Officer (CMO)

As Chief Marketing Officer, Alanna Markey drives Pollaroo's media and messaging strategy, forging partnerships that fuel growth and engagement. With more than a decade of experience, Alanna has launched high-impact campaigns such as San Diego Mojo's debut and Palomar Health's award-winning "Champions of Healthcare." Named Marketer of the Year by the American Marketing Association, Alanna is known for turning vision into measurable impact. She sees Pollaroo as a platform that transforms shared perspectives into meaningful conversations and deeper connections.

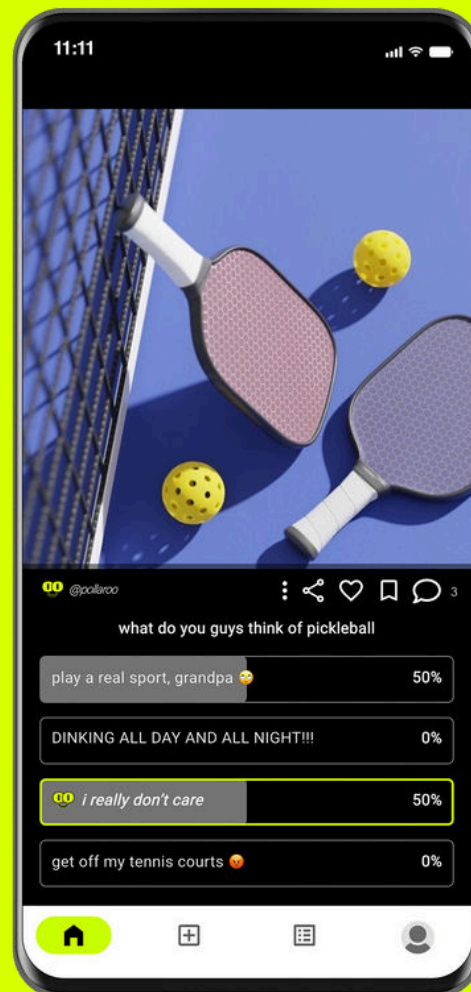
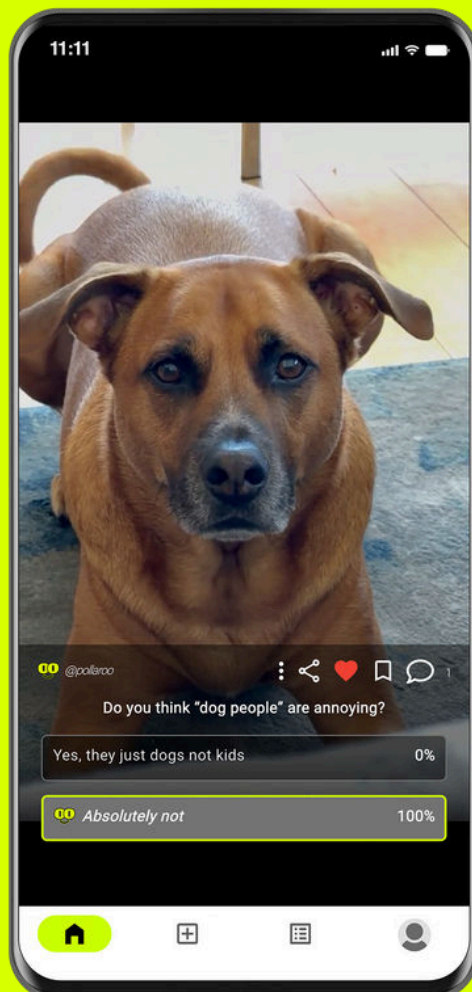
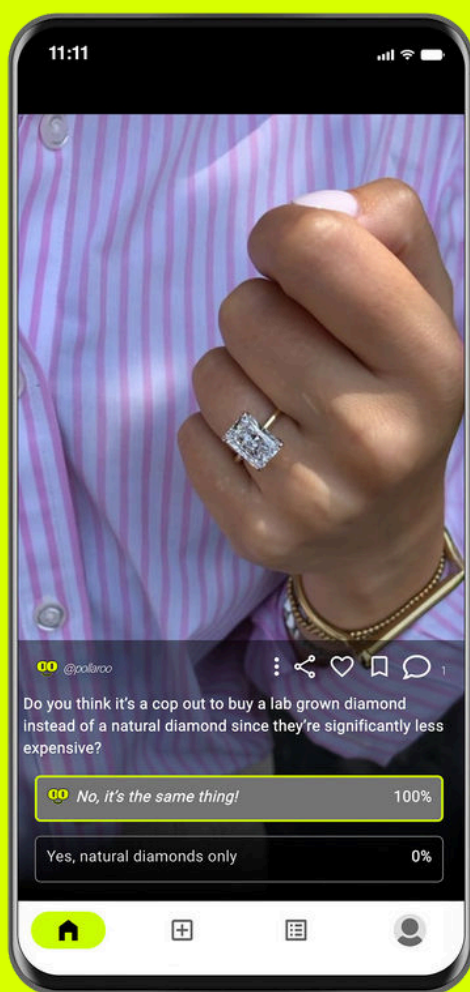
Stephen Hodges

Chief Revenue Officer (CRO)

As Chief Revenue Officer, Stephen Hodges leads Pollaroo's revenue strategy, aligning mission and financial goals to drive scalable growth. With more than 20 years in digital media and advertising, he is a founding partner of Digital Marketing Group (DMG) and iDMG, a digital media division within InnoVision Marketing Group. His leadership has helped brands scale revenue, implement data-driven monetization models and build national audiences. Stephen believes Pollaroo's focus on polling unlocks new opportunities for engagement, connection and sustainable business growth.



pollaroo



FULL ASSETS



FOR IMMEDIATE RELEASE

New Social App Pollaroo Launches, Bringing the Pulse Back to Social Media One Question at a Time

The new social polling platform transforms everyday questions, hot takes and life decisions into instant, anonymous conversations people actually want to join

SAN DIEGO, CA — What if social media wasn't about noise, but about listening? What if instead of comments, likes and endless scrolling, people could connect instantly through simple questions that spark real interest and honest answers? That is the idea behind Pollaroo, a new social app now available nationwide on iOS and Android.

Pollaroo is a one-of-a-kind social polling platform that is changing how people ask questions, share opinions and spark conversations online. The new app allows users to receive feedback from others in real time and foster meaningful dialogue.

Built for everyone and every question, Pollaroo makes it effortless for users, content creators and influencers to crowdsource decisions, gauge sentiment and engage their audiences on any topic from fashion and food to sports, pop culture and everything in between. The app features a dynamic, scrollable feed of polls and easy-to-use templates that users can customize with their own photos, videos and prompts, then share across other social platforms to spark even wider conversations.

"Social media lost its pulse when it stopped listening," said Ric Mili, CEO of Pollaroo. "Pollaroo brings that pulse back. It's where curiosity meets connection—and where every question has the power to start something real. We designed a user-friendly interface built to make conversations effortless and engaging, shifting the focus from commentary to community."

Blending the virality of TikTok with the commentary-driven nature of X, Pollaroo delivers a captivating and immersive experience for today's online communities. Users can interact with polls from friends, trending creators or brands and see results update in real time as votes roll in, giving creators a powerful new way to boost interaction and grow their reach.

"Pollaroo is all about bringing people together through the power of questions and ideas," said Sean Jaeger, Chief Technology Officer at Pollaroo. "We've built a dynamic, intuitive platform that makes sharing opinions, sparking conversations and discovering what others think feel effortless and exciting right from your first tap."

Unlike traditional comment threads, which can invite judgment or trolling, Pollaroo's anonymous voting feature creates a safer, more open space for users to share genuine opinions. For voters, that means responding freely without fear of judgment or embarrassment. For the person asking the question, it means honest, unfiltered insights they can actually trust. Whether it's a lighthearted hot take or a serious personal dilemma, Pollaroo keeps the feedback real.

"We're already used to sharing everything in our lives on social media, from daily meals to life milestones. With Pollaroo, we wanted to make asking for opinions and input just as easy and way more fun," said Giselle Campos, Chief Brand Officer at Pollaroo. "It's like texting your group chat but better looking and more interactive. Because it's anonymous, it brings a sense of calm to social interactions. We don't always agree with everyone in our friend group, but we also don't want to be that person. Pollaroo lets you be honest without the pressure."

Pollaroo is more than a new app. It's a movement toward authenticity, simplicity and genuine connection in the digital space. Whether users are asking, "Should I soft launch this situation?" or "Is pineapple pizza still a crime?" Pollaroo delivers instant insights that fuel conversation and community.

Pollaroo is free to download and available now on iOS and Android devices. To learn more and start polling, visit PollarooApp.com or follow Pollaroo on all major social media platforms ([Instagram](#), [Facebook](#), [X](#), [TikTok](#), [Threads](#), [Snapchat](#) and [LinkedIn](#)). For all media inquiries, please contact PR@App-A-Roo.com. Esta información y el comunicado de prensa están disponibles en español para los medios de comunicación que lo soliciten.

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About Pollaroo

Pollaroo is redefining how people connect online by turning curiosity into conversation. The social polling app makes asking questions and getting feedback fast, fun and visual, transforming everyday decisions, bold opinions and cultural debates into instant, anonymous conversations people want to join. Users can create interactive photo and video polls, share them with friends or the broader community and see real-time results that spark engagement and authentic connection. Whether it's for everyday decisions, pop culture takes or brand insights, Pollaroo gives people a new way to interact and discover what others really think. Headquartered in San Diego, the app is available on iOS and Android. Learn more at PollarooApp.com and follow Pollaroo on [Instagram](#), [Facebook](#), [X](#), [TikTok](#), [Threads](#), [Snapchat](#) and [LinkedIn](#).

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