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Media Contact: Jennifer MacLeid Qotb
Young & Associates for IMN
513-281-2772
jennifermq@yapr.com

Content-Driven e-Communications Provider IMN Appoints Ben Levitan as CEO

Change in Senior Executive Team Positions Company For Continued Leadership in Content Marketing

WALTHAM, Mass. – Aug. 11, 2011 – [IMN](#), a content-driven [e-communications provider](#), today announced it has appointed Ben Levitan as its Chief Executive Officer. With more than 20 years of leadership experience across a broad spectrum of innovation-driven companies, Levitan is well positioned to lead IMN through its next stage of growth and oversee greater investment in technology, product innovation and market expansion.

“Ben’s experience and success as an executive and his understanding of the dynamics of communications software will help IMN continue to develop and expand its core offerings – including e-communications for the automotive, financial, direct selling, small business and retail sectors,” said Mike Pehl, Managing Partner of North Bridge Growth Equity.

Most recently, Levitan was a partner at In-Q-Tel, the strategic investment firm of the CIA and the U.S. Intelligence Community. Prior to that Levitan served as Chief Executive Officer of EnvoyWorldWide (now Varolii Corporation) a leading customer communications company; Chief Operating Officer of Viant, a publicly traded innovator in e-commerce; and earlier in his career, as senior vice president of Cambridge Technology Partners where he was responsible for several business units, including the Customer Management practice.

“IMN is a proven leader in the e-communications space, delivering substantive content that engages recipients, builds long-term relationships and creates value for our clients. I look forward to helping develop the organization’s talent and technology to further capitalize on its distinctive capabilities in content marketing, custom publishing and digital direct response,” said Levitan.

“Ben’s appointment represents a new chapter for IMN and its customers who want to improve loyalty. With his leadership, IMN will further develop solutions that cut through the clutter and capitalize on the best new digital communications technologies,” said Jean-Philippe Maheu, Worldwide Chief Executive Officer at Publicis Modem.

Former CEO Dave Fish will continue to serve as the company's President, focusing on future products and markets.

About IMN

[IMN](#) is a content driven e-communications provider. IMN enables companies to communicate with their customers through multimedia [email and e-newsletters](#) designed to drive measurable brand impact, product visibility, leads and sales. IMN's solutions are deployed in a variety of markets such as financial services, automotive, franchise, direct selling and technology. IMN services are sold worldwide directly and through reseller organizations. Founded in 1999, and headquartered in Waltham, Massachusetts, IMN services over 3,000 accounts globally, reaching more than 45 million consumers monthly.

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