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Integrate CMO to Speak on Business and Technology Collaboration at ABM Annual Conference

Scott Vaughan will debate and discuss with industry experts the value of technology to drive transformational business results

Scottsdale, AZ – May 1, 2014 – [Integrate](http://www.integrate.com), the leading cloud-based, closed-loop marketing software provider, today announced that the company's CMO, Scott Vaughan, will be speaking at the upcoming ABM Annual Conference in Phoenix, AZ on Monday, May 5 at 9:45 a.m. MST. During the session, Vaughan will provide the marketer's perspective on the need and smart application of technology to drive media product development, culture transformation and business efficiencies. .

ABM Annual Conference session: "1+1= 3: Getting Business and Technology Groups to Work Together"

- **When:** Monday, May 5, 2014 at 9:45 a.m. MST
- **Where:** Arizona Grand Resort & Spa, Phoenix, AZ
- **More Information:** <http://www.siiia.net/abmanual/2014/schedule.asp>

As part of the panel titled "1+1= 3: Getting Business and Technology Groups to Work Together," Vaughan will speak to the CMO's role in driving collaboration between business and technology teams to develop efficient, effective workflows that position their companies out in front. He will offer insights to achieve this collaborative strategy, tapping into his current CMO role at Integrate and his executive roles at UBM and software and tech companies. Vaughan will be joined on this expert panel by Tom Cintorino, executive vice president, digital media, Northstar Travel Media; Paul Gerbino, publisher, ThomasNet News, ThomasNet; and Dave Newcorn, VP of digital and custom media, Summit Media Group.

ABM's 2014 Annual Conference offers a look behind the scenes into how b-to-b leaders conceive of ideas for new products and services, manage internal and external challenges in actually developing those services (including how to fund development and how to cope with start-up losses), and the process and results of bringing those services to market. For more information, visit <http://www.siiia.net/abmanual/2014/>.

About Integrate

Integrate's cloud-based marketing platform empowers marketers to acquire new prospects and customers by integrating media programs and prospect data with existing marketing and sales systems. The closed-loop platform provides tools including workflow automation, data governance, analytics and a high-quality media partner marketplace, all accessed from a single, intuitive dashboard. Integrate's solution helps fuel the marketing cloud to close the marketing and media loop and serves more than 2,500 brands and agencies and 3,500 media partners. Headquartered in Scottsdale, AZ, Integrate is backed by Comcast Ventures, Liberty Global Ventures and Foundry Group. For more information, visit www.integrate.com or follow [@Integrate](https://twitter.com/Integrate).