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## **Integrate Strengthens Executive Team with Appointment of Dave Tomizuka as Chief Financial Officer**

*Seasoned CFO Joins Marketing Technology Firm to Fuel Growth and Lead Company's Finance & Operations*

**Scottsdale AZ – October 9, 2013** – [Integrate](http://integrate.com), the first closed-loop marketing software and media services provider, today announced the appointment of David Tomizuka as chief financial officer. In this newly created role he brings more than 20 years of experience to Integrate, including roles in finance, operations, business development and acquisitions.

Prior to Integrate, Tomizuka served as a Managing Director for the investment banking division of Southwest Securities, Inc., a subsidiary of SWS Group, Inc. where he focused on complex financial advisory engagements including merger and acquisition (M&A) and financing transactions for clients in the technology services and communications sector. Before SWS, Tomizuka served as the president at three different companies, most recently as President of Valley-Dynamo, LLC., a division of Brunswick Corporation. He brings deep experience in publicly-traded, privately-held and founder-backed companies across multiple verticals including tech, telecom, energy, financial services and manufacturing and has managed finance operations on multiple occasions in addition to other key organizational functions during his career. He is also an experienced corporate development professional in both US and international markets and completed his undergrad at University of Pennsylvania, Wharton School and received his MBA in Business Administration from Stanford.

“As we transition from a start-up to a rapidly growing software and services company with more than 2500 brand and agency customers, it essential we are able to scale our business”, said Hart Cunningham, CEO and co-founder of Integrate. “Dave’s cross-industry, global and executive level leadership enables us to more effectively optimize our resources and capital to reach our market potential.”

“As the marketing technology space continues to evolve, brands and agencies will make choices about their preferred providers and the platforms they use to manage their marketing investments, and the marketplace will begin to consolidate,” said Dave Tomizuka. “I thrive in these types of high growth environments, where a solid balance sheet and optimized operations means we can serve more customers and expand our footprint.”

Tomizuka will report to Hart Cunningham, CEO & co-founder of Integrate.

### **About Integrate**

Integrate is the first marketing technology provider to empower marketers and media buyers to plan, launch, analyze and optimize campaigns across performance, programmatic and traditional media. The Integrate AdHQ platform offers an end-to-end solution that supports the entire lifecycle of paid media campaigns in one intuitive dashboard. The platform’s regulated marketplace allows marketers to select, target and effectively engage both consumers and business professionals, ensuring the success of any integrated cross-channel marketing strategy (online, offline and mobile). Through advanced technology, Integrate saves hundreds of hours in manual processes, enabling a single media buyer to efficiently and effectively do the work of an entire team.

To learn more, visit [www.integrate.com](http://www.integrate.com) or follow Integrate on Twitter @Integrate.