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INTEGRATE Fortifies Executive Team; Appoints Marketing and Media Veteran Scott Vaughan as Chief Marketing Officer

Former UBM Executive and Tech Marketing Strategist Joins INTEGRATE to Accelerate Company Growth

Scottsdale AZ – September 4, 2013 – [INTEGRATE](#), the first closed-loop marketing technology platform and media marketplace provider, today announced the appointment of marketing executive Scott Vaughan as chief marketing officer. In this newly created role, Vaughan is responsible for marketing and go-to-market strategies to engage and support INTEGRATE's rapidly growing base of customers.

Prior to INTEGRATE, Vaughan served as chief marketing officer at UBM Tech where, under his leadership, the company reinvented its marketing approach and developed integrated programs and services to serve business and technology professionals and the marketers trying to reach them. Vaughan also held publishing, marketing services and sales leadership roles for the media powerhouse. Additional experience includes executive roles at Centricity Software and Fibermux, both high-growth tech firms.

"We're doing things at Integrate that haven't been done before and we want that approach reflected across our executive team," said Jeremy Bloom, President & co-founder of INTEGRATE. "Scott brings passion and a diverse marketing perspective that will create new opportunities for how we engage and work with our growing customer base, partners and the industry."

"Joining the Integrate team will give me the opportunity to utilize my hands-on experience and empathy for the challenges marketers face when it comes to direct accountability for revenue, relationships and results," said Vaughan. "In today's digital economy, the role of the marketer has never before been as critical and measurable. Integrate is one of the few ad tech providers that has a deep understanding of the difficulties that come with capitalizing on the dynamic feed of real time data across integrated communication channels."

Vaughan will report to Jeremy Bloom, President & 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 or follow INTEGRATE on Twitter @Integrate.