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Integrate CMO Selected to Speak at TechMarketing360

Marketing Veteran, Scott Vaughan, Invited to Banter on CMOs as CEOs

Phoenix, Ariz. – February 18, 2014 – [Integrate](http://integrate.com), the leading cloud-based, closed-loop marketing software provider, today announced that Integrate CMO, Scott Vaughan, will be speaking at the upcoming TechMarketing360 conference in Dana Point, CA on Thursday, February 20th at 10:30 am pacific time. During his session, Scott will share his views on technology, data/insights and customer acquisition, creating both bonding opportunities and very tough conversations with chief executives.

TechMarketing360 Session: CMOs as CEOs

Thursday, February 20, 2014 @ 10:30 a.m. PT; Ritz Carlton - Dana Point CA

<http://www.techmarketing360.com/danapoint/>

Tech Marketing 360 is the only event dedicated to educating and inspiring the technology marketing community. Created by tech marketers, for tech marketers, Tech Marketing 360 will combine visionary strategies with applied learning and practical tactics to help drive performance and elevate marketing's role in today's technology organizations. For more information, visit www.techmarketing360.com.

As part of a CXO panel "CMOs as CEOs", Scott will delve into the role of today's CMO and the good, the bad and the ugly of how marketing is re-thinking and harnessing technology, data/analytics and customer experience to create business and customer value. He will tap both into his current CMO role at Integrate and his executive roles at UBM and software and tech companies to share what he and his marketing customers are doing and learning to deliver on the bottom line.

About Integrate

Integrate is a cloud-based, closed-loop marketing software and media services provider powering customer acquisition for more than 2,500 brand and agency customers. Integrate's cloud-based platform allows marketing and media professionals to plan and execute their entire strategy from one dashboard, instantly providing control of media investment, eliminating resource-draining manual tasks and driving measurable results. Integration with key marketing systems and processes, advanced analytics and data governance provide closed-loop program analysis and optimization to deliver clear ROI. To discover and generate leads, Integrate's platform include a marketplace of more than 3,500 media partners. To learn more, visit www.integrate.com or follow Integrate on Twitter @Integrate.