



Media Contact:

Britt Gottlieb

PAN Communications

Phone: 617-502-4300

Email: integrate@pancomm.com

Integrate CEO to Speak on Lessons Learned at MozCon 2014

Jeremy Bloom will discuss ways to leverage adversity to develop a road-map for marketing and business success

Scottsdale, AZ – July 9, 2014 – [Integrate](#), the leading provider of cloud-based, closed-loop marketing software, today announced that the company's CEO, Jeremy Bloom, will be speaking at MozCon's annual inbound marketing conference in Seattle, WA on Tuesday, July 15 at 2:20 p.m. PST. During the session, Bloom will highlight lessons learned as both an athlete and marketing tech CEO regarding ways to turn adversity into a road-map for professional success in the dynamic world of digital marketing.

MozCon session: "Dare to Fail: How the Best Lessons Come in the Form of Defeat"

- **When:** Tuesday, July 15, 2014 at 2:20 p.m. PST
- **Where:** Washington State Convention Center, Seattle, WA
- **More Information:** <http://moz.com/mozcon>

During the presentation titled, "Dare to Fail: How the Best Lessons Come in the Form of Defeat," Bloom will discuss his experiences and learnings as a former Olympic and World Champion skier, NFL athlete, founder of a national non-profit organization, and marketing tech CEO. Each lesson will apply to the dynamic, demanding and competitive world of digital marketing and highlight effective ways to manage adversity, the single greatest skill needed to reach your professional and personal goals. Bloom's business philosophy is that success comes from building a team, acknowledging accomplishments and always keeping an eye on the prize.

MozCon is a three-day event that offers forward-thinking, actionable sessions on SEO, social media, content marketing, brand development, the mobile landscape, analytics and more. Along with Bloom, MozCon speakers will share next-level advice on everything from building a loyal community to making data-driven marketing decisions. For more information, visit <http://moz.com/mozcon>.

About Integrate

Integrate's cloud-based marketing platform empowers marketers to more effectively acquire 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 efficiently fuels marketing systems with prospects and actionable data and closes the loop to increase performance and measure ROI. Serving more than 2,500 customers and thousands of media partners, Integrate is backed by Comcast Ventures, Liberty Global Ventures and Foundry Group. For more information, visit www.integrate.com or follow [@Integrate](#).