



Engauge Chief Global Development Officer to Speak at Marketing to Women Conference on May 8

Marketing agency Engauge (www.engauge.com) has appointed Judy Bitterli to Chief Global Development Officer.

Autin, TX (PRWeb) May 2, 2008 -- Marketing agency Engauge (www.engauge.com) has appointed Judy Bitterli to Chief Global Development Officer. She will speak at the Marketing to Women Conference (www.m2w.biz) on May 8 in Chicago. Her speech, "It's Not the Media That Matter, But the Modes," will uncover the six major behavioral mindsets that drive consumers when they interact with various forms of media.

Judy most recently served as co-CEO of direct marketing agency Direct Impact. The Engauge brand now encompasses Engauge Direct (formerly Direct Impact), Engauge Communication (formerly advertising agency TenUnited), Engauge Digital (formerly Spunlogic), and digital technology development firm StreamRight.

In her new position, Judy will focus on building relationships with Fortune 100 companies and with the United States government.

"Judy's deep knowledge of sales, marketing, operations, and Internet strategies have helped her achieve remarkable success for clients," said Rick Milenthal, CEO of Engauge. "Her new role is essential to our long-term growth."

For the past 24 years, Judy has held executive level positions in the technology and direct marketing sectors. As co-CEO of Direct Impact for seven years, she provided strategic marketing services to clients including Alcatel, CDW, HP, and Sony. As CEO and co-founder of Powered, Inc., a software company specializing in creating web-based, customer-facing learning centers, she built strong relationships with such clients as BarnesandNoble.com, IBM, Motorola, and Visa. She was an executive team member and an officer at Micron Electronics where she fielded responsibilities for sales, service, and Internet business practices. As Executive Vice President of Softbank Services Group, she oversaw sales, direct marketing programs, call center operations, and client services for clients including Adobe, Gateway, Microsoft, and Sony. She served seven years in the United States Army with distinction.

About Engauge

Engauge is a marketing agency founded by Halyard Capital, in partnership with Stan Rapp, formed to unite the power of digital, traditional, and direct marketing. At Engauge, brilliant minds from diverse disciplines come together in a uniquely structured environment to encourage true collaboration and profitable results. Each entrepreneurial center of excellence at Engauge retains its core specialization and can access expertise throughout the enterprise when a holistic solution is required. Engauge's proprietary creative thinking process develops transformational ideas that change minds, revitalize brands, and improve bottom lines. Engauge's clients include Best Buy for Business, The Coca-Cola Company, The Home Depot, InterContinental Hotels Group, International Delight, Land O'Lakes, Logitech, Mars, Perkins Restaurants, Pert Plus, Sony, the State of Georgia, Sure, TiVo, Turner Broadcasting, UPS, and WellPoint. Its staff of 300 associates is located in Atlanta, Austin, Columbus, Orlando, and Pittsburgh. Learn more about Engauge at www.engauge.com.



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