



For Immediate Release:

SARNO JOINS CONCLUSIVE MARKETING AS VP OF STRATEGIC MARKETS

Charlotte, NC---January 4, 2010 **Conclusive Marketing** is pleased to announce the appointment of **Jody Sarno** as Vice President, Strategic Markets. In this new role, Sarno will focus on driving business development activities for Conclusive's Tele-Com business unit along with using her Agricultural-Chem experience to complement Conclusive's Life Science business development activities. Sarno brings a deep knowledge of marketing, data analytics and an extraordinary degree of innovation and dedication to all the clients and markets she serves.

Sarno hails from Southern California where she graduated from San Diego State and Stanford University. She began her career in marketing, was groomed in operations, product management and development, account management, merger and integration leadership and ran state and national sales teams for industry icon, **MCI** from 1988 to 2000. Her passion for knowledge caught sight of a new trend, using data as a competitive knowledge source. In 2000, she started a team at **BellSouth** focused on Business Intelligence and Customer Centric Market Insights. Her career continued to leverage data and its findings when she opened her own agency in 2004.

Conclusive Marketing provides organizations with data-driven, technology solutions that deliver continuously improving marketing return on investment. Our industry leading line of solutions includes: Behavior Trigger Marketing, Customer Profiling & Modeling, Lead Generation, Scoring and Distribution and Automated Multi-Channel Campaign Management. In addition, Conclusive Marketing specializes in Data Management, Enhancement & List Hygiene Services via our web based solution www.listcleanup.com. For more information visit www.conclusivemarketing.com or call 1.704.887.5600

Press Contact:

Vanessa Parrish, Executive Director of Marketing

P: 615.261.7647

E: vanessa.parrish@conclusivemarketing.com

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