



For Immediate Release:

## PARRISH JOINS CONCLUSIVE MARKETING AS EXECUTIVE DIRECTOR OF MARKETING

Franklin, TN---June 1, 2009: **Conclusive Marketing** is pleased to announce the appointment of **Vanessa Parrish** as Executive Director of Marketing. In this role, Parrish will focus on driving brand focused marketing strategies for each business unit along with working closely with Sales to promote Conclusive Marketing's data driven marketing solutions. Parrish has held various positions including Director of Marketing & Operations for **The Ernst Group** and Director of Marketing for **The Brewer Company** in Milwaukee, WI.

With multi industry Marketing expertise, her strong portfolio of success is based on driving Strategic Marketing, Brand Excellence and Customer Focused Initiatives throughout an organization. With a strong background in New Product Development, Product Positioning & Market Research, Parrish's talents will compliment Conclusive Marketing in driving innovative product development and go to market strategies for their line of trigger based marketing solutions.

Conclusive Marketing is the leader in trigger-based technology to optimize marketing results. Their integrated line of solutions include: Customer Behavioral Data Analysis, Automated Campaign Management, Market Intelligence, Multi-Channel Management & Execution, Customer Modeling and Data Integrity Services.

For more information visit [www.conclusivemarketing.com](http://www.conclusivemarketing.com) or call 800.346.0073

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