



FOR IMMEDIATE RELEASE:

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Telematch Names Craig Johnson Regional Sales Director Focusing on Education Market

-Veteran sales and marketing executive joins company to help colleges, universities, associations and other organizations with their contact intelligence needs-

SPRINGFIELD, VA- [Telematch, Inc.](#), announced today that it has named Craig W. Johnson to the position of regional sales director, where he will specialize on the higher education and association market, providing contact data intelligence when organizations are conducting vital recruitment, admissions, alumni fund raising and other outreach efforts.

Johnson, who resides in Chapel Hill, NC, has served as a marketing professional in academic and publishing markets for 24 years, most recently as director of academic programs and markets with educational software provider Expert Choice, Inc. He's also held education marketing- and publishing-related positions at Varsity Group, ContentLogistics/Beaufort Publishing Group, LuLu Press, CollegeClub.com, and Harcourt Brace College Publishers/The Dryden Press.

"As Telematch's stable of clients has grown in the higher education and non-profit markets, so has our degree of specialization to support these organizations' unique need for marketing intelligence," said Peg Kuman, chief executive officer, [Telematch](#), who made the announcement. "Craig knows all the data ins and outs of this market. As a partner, he's been inside these institutions, worked within their systems and data sets, knows how the intelligence is put to use, and helps with problem-solving and evaluating results. It's this type of know-how that will make him a great asset to Telematch and all our clients."

"The business of education is thriving, but not without its challenges," Johnson said. "There's a tremendous, bottom-line need to communicate with numerous constituents, to aid in fundraising and to recruit and admit students - and all these efforts require quality contact data in multiple channels. [Telematch](#) seeks to be a partner to organizations in deriving and applying marketing intelligence in profitable ways."

Johnson was graduated from Roanoke College in Salem, VA.

About Telematch

Telematch, Inc. (www.telematch.com), with its headquarters in Springfield, Virginia, is a leading information services provider offering a comprehensive range of marketing intelligence and digitally driven marketing solutions, utilizing high-quality data sources.

The Telematch family of companies - Telematch, Phoenix Data and Farm Market iD - has delivered data solutions for 31 years. For more information, call (800) 523-7346, or visit www.telematch.com.