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## **Telematch Names Mark Trombetta To Lead its Interactive Marketing Practice**

*-Trombetta to enhance Telematch's consultative approach for leveraging digital contact and other online data in integrated, multichannel marketing environments-*

SPRINGFIELD, VA – [Telematch, Inc.](http://Telematch, Inc.), announced today that it has named integrated and digital marketing expert Mark Trombetta to its leadership team as vice president, digital & email practice. Trombetta has more than 20 years of experience with direct marketing, sales, information technology and database marketing, most recently leading the Interactive Solutions Group at MeritDirect.

“As Telematch clients integrate their customer data with interactive contact data – and vice-versa -- we are fielding more and more consultative queries about how best to leverage and apply such cross-channel marketing intelligence,” said Peg Kuman, chief executive officer, Telematch, who made the announcement. “Mark has extensive experience in consumer packaged goods, retail, financial services and telecommunications, in particular, to help businesses and organizations derive greater value from their customer relationships and build brand loyalty. He has particular expertise in email, social media and other digital channels, and his knowledge will directly benefit all of our clients.”

“The interactive space has its own skill sets and data demands,” Trombetta said. “And while these need to be applied and leveraged accordingly, they must be integrated with customer interactions across the entire brand and marketplace landscape. Clients are trying to find the best ways to optimize each contact – online, offline, in totality – so value is created between brand and customer. Telematch is prepared to help clients with their ongoing marketing intelligence needs as this discipline of testing, integration and practice evolves.”

Trombetta's diverse background includes key roles for Colgate-Palmolive, Philip Morris, J.P. Morgan Chase and British Telecom. In addition, he has led several interactive services companies and has pioneered many web-based, direct marketing initiatives as a consultant.

Trombetta holds a Masters of Business Administration from the University of Connecticut in Finance and Global Business and has a Bachelor of Science degree from Pace University in Computer Science and Mathematics.



**About Telematch, Inc.**

Telematch, Inc. ([www.telematch.com](http://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, Inc., family of companies – Telematch, Phoenix Data and Farm Market iD – has delivered data solutions for 32 years. For more information, call (800) 523-7346, or visit [www.telematch.com](http://www.telematch.com).