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Media Contact:
Chet Dalzell
(917) 608-2251
pr@telematch.com

People in the News: Telematch Promotes Gay Bitter, Jarom Hagen to Vice President Positions in Marketing, IT

SPRINGFIELD, VA – [Telematch, Inc.](#), has announced two promotions in its management team at its headquarters here: Gay S. Bitter to the position of vice president, marketing and client services; and Jarom Hagen to the position of vice president, information technology. Both promotions are effective immediately.

“Gay’s impact on the company was profound and immediate,” said Peg Kuman, chief executive officer, Telematch, who made the two appointments. “Her attention to our clients’ overall experience, her knowledge of the marketing intelligence marketplace, her focus on results, and her brand stewardship not only exceeded our expectations, but truly has made a difference in our go-to-market strategy for all of our Telematch businesses.”

“With strong hardware knowledge and software development skills, Jarom is able to quickly identify and address technical issues and build solutions that provide us – and our clients -- a competitive advantage,” Kuman said. “Jarom understands that efficient technology and work flow solutions are required to ensure business competitiveness, and he works closely with senior management and across the organization to help guarantee our success here.” Kuman also noted Hagen’s leadership with streamlining data centers at Telematch, building custom applications that make it easy to integrate data into a customer’s own processes, and delivering Telematch’s marketing intelligence services to client-facing Web services platforms.

Bitter joined Telematch in 2009 in the newly created position of director of relationship marketing. Prior to Telematch, Bitter served as director of the ARI Division of CBC Companies in Columbus, OH, where she handled successfully the divestiture of MKTG Services. Previously, Bitter was vice president of database development at MKTG Services where she directed the development and execution of data-driven strategies and database products. She also worked in list, database and media planning capacities at American List Counsel, Films for the Humanities & Sciences, and Rapp & Collins USA. She is a graduate of Connecticut College.

Hagen has served with Telematch since 1999, and has more than 20 years’ experience in computer science and information services. He recently earned a Masters in Information Technology from Virginia Tech University, and also holds an undergraduate degree from Brigham Young University.

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TELEMATCH NAMES TWO VICE PRESIDENT PROMOTIONS – 2/

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.