

Targetbase Continues Acquiring Talent with Proven Leadership for Clients

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Lindsey Pults and Amy Swanson Sillan Join the Agency as VPs of Client Service

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Targetbase, a data-driven, strategic communications company, announces Lindsey Pults and Amy Swanson Sillan have joined Targetbase as vice presidents of Client Service. Both bring more than 15 years of extensive client leadership and marketing experience to their new roles at Targetbase.

"Lindsey's passion for customer analytics will be a tremendous addition for our clients' customer acquisition and retention programs," said Mark Wright, president and CEO of Targetbase. "Her data-driven approach to marketing will reinforce Targetbase's excellence in utilizing data-driven intelligence to enhance brand-loyalty in our clients' customer experiences."

Wright continued, "Amy is a strategic marketer with a deep understanding of consumer brands. She will help lead business development efforts by translating data-driven intelligence to influence unique brand experiences for consumers. Under her leadership, we will utilize her unique approach to better connect data to help our clients improve their use of customer intelligence to connect better with consumers."

"We are pleased to have both seasoned professionals as part of our team," said Wright. "Targetbase employs results-driven and forward-thinking marketing strategists. Pults and Sillan will deepen our roster of proven leaders."

More about Lindsey Pults:

Pults has expertly crafted customer acquisition and retention programs for online and offline businesses. In her former positions, Pults has leveraged a data-driven approach to marketing for major brands spanning multiple industries, including Cingular Wireless (acquired by AT&T), Match.com, ClubCorp, Loews Hotels, and Picture People. Driven by a passion in customer analytics, her leadership will expand Targetbase's efforts in acquiring knowledge and key consumer insight.

More about Amy Swanson Sillan:

In her previous roles, Sillan developed cross-platform programs and structured

multiyear deals to secure incremental revenue for Time Warner, HBO, Turner Broadcasting System, and Warner Bros. As a marketing strategist, Sillan assisted in the development of a data architecture that maximized efficiency while strengthening consumer and brand relationships. Before this, Sillan was responsible for leading the communications and branding efforts for clients including Sony, Dr Pepper, Advil, USPS, and Unilever.

Targetbase works with Fortune 1000 companies to create strategic marketing campaigns that help identify which channels are best used to engage consumers to take action. Targetbase has proven expertise in database management and analysis, business intelligence, insight-driven communications, and complete campaign design and deployment. World-class creative and communications development combined with industry-leading data analytics puts Targetbase in the position to react quickly and intelligently to changing market dynamics and customer needs.

About Targetbase:

As a data-driven, strategic communications agency, we believe our clients become stronger when they leverage the wealth of information consumers provide every day. At Targetbase, we integrate technology, analytics, creative, and strategy to create a better consumer experience, which improves consumer engagement and drives a more profitable outcome for clients. Our agency is a part of the DAS Group of Companies. For more information, visit www.targetbase.com.

About the DAS Group of Companies:

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding, and research. Operating through a combination of networks and regional organizations, DAS serves international, regional, national, and local clients through more than 700 offices in 71 countries.

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