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Senior Technology Veteran Doug Horstman Rejoins Targetbase as Vice President, Delivery



Targetbase
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DALLAS--(BUSINESS WIRE)--

Targetbase, a leading U.S.-based customer engagement agency and marketing services provider (MSP) known for connecting consumer intelligence and creatively applying it to drive more profitable consumer experiences, announced today that Doug Horstman will rejoin Targetbase as Vice President, Delivery, for Technology. In Horstman's critical role, he will manage all aspects of client relationships with Targetbase's Technology offering.



Doug Horstman, Vice President, Delivery, Targetbase (Photo: Business Wire) Multimedia Gallery URL

Horstman returns to Targetbase after spending several years with Merkle and RAPP in senior account service and technology leadership roles. Horstman's broad industry vertical experience with Fortune 1000 firms spanning high tech, pharmaceuticals, healthcare, CPG, retail, consumer electronics, travel/hospitality, and insurance, combined with his blend of technical and client advisory experience, makes him uniquely suited for his new role.

"It's great to be back at Targetbase," Horstman remarked. "This agency has always been an innovator in the customer relationship management (CRM) and customer engagement space, and I am drawn to the management team's commitment to sustaining and expanding that leadership position, particularly from a marketing technology platform perspective. It's an exciting time for Targetbase and our clients, and I'm thrilled to be a part of this team again."

"It is a true testament to our technology offering that a high-achieving employee like Doug would return to his roots," explained Targetbase President and Chief Executive Officer Mark Wright.

Targetbase is a full-service consumer engagement agency that offers clients the unique opportunity to realize the maximum value of consumers. Working with clients at leading companies, Targetbase creates solutions that identify not only where to invest marketing dollars but which channels are best used to engage and motivate 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.

Targetbase was ranked as a leader by Forrester Research, Inc. in the past three Forrester Marketing Service Provider waves and as a visionary in the Forrester CEA Wave. Among the vendors evaluated, Targetbase received the highest overall ratings in three categories related to its current service offering: analytics, execution and fulfillment, and services and support. In addition, Targetbase received the second-highest rating for its customer feedback, and was among the top-rated firms in terms of management team.

About Targetbase

Targetbase is a leading customer intelligence and engagement agency. As a data-driven marketing agency, Targetbase's foundation and expertise lies in its ability to understand and leverage data from across all the channels where today's consumers engage to grow more profitable customer relationships for clients. For more information, visit www.targetbase.com. Targetbase is a part of the DAS Group of Companies, a division of Omnicom Group Inc.

About The DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (OMC) (www.omnicomgroup.com), 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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