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Top Technology Leader Mark Zahorik joins Targetbase As Chief Delivery Officer, Technology



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, today announced that Mark Zahorik has joined the company as Chief Delivery Officer, Technology. Zahorik joins Targetbase from RAPP, where he spent 16 years, most recently serving as U.S. CIO.



Mark Zahorik, Chief Delivery Officer, Technology at Targetbase (Photo: Business Wire) Multimedia Gallery ...

“Mark’s leadership abilities, and his passion for superior client satisfaction are two of the primary reasons for bringing him to Targetbase,” said Targetbase Chief Executive Officer Mark Wright. “Mark is no fan of the status quo—he pushes his clients just enough to ensure they are extracting the most value from their Technology Solutions. That combination of energy and chutzpah makes magic happen in our industry.”

Zahorik’s global experience, deep grounding in technology solution executional excellence, and focus on Big Data best practices make him a solid addition to the Targetbase team. With Zahorik leading all aspects of Client Technology Delivery, Chief Technology Officer Peter Kulupka can turn his focus to creating and developing Targetbase’s new Technology offering. Combining the different, yet complementary talents of these two individuals will make this the team to beat in the industry, according to Wright.

“This move builds out our technology leadership team to pair executional focus with the vision of our technology-based services,” Wright explained. “In 2014, we will launch our new Marketing Technology Platform and it was the right time to further strengthen our delivery team. Clients are demanding shorter implementation windows, and more efficient insight-driven platforms, so the premium on flawless execution is at an all-time high. Mark’s addition to the team rounds out our Technology offering, making us a force to be reckoned with in 2014.”

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.

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 of 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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