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## **IMN Names Sebastian J. Leonardi Vice President Direct Selling and Multichannel Markets**

Waltham, MA — November 7, 2008 — IMN, specializing in e-communications solutions for the direct selling industry, announces today the appointment of Sebastian J. Leonardi as vice president direct selling and multichannel markets, a newly created position reflective of the dynamic, fast growth of IMN.

“We are extremely pleased to add such a strong executive to our team,” says David Fish, chief executive officer of IMN. “Sebastian Leonardi’s broad-based experience in management and technology companies for the direct selling, multichannel, financial and healthcare sectors will be invaluable in building our strong momentum in the global marketplace.”

Leonardi has a strong record of creating high growth and facilitating successful multi-million dollar expansion initiatives. His past experience includes over 15 years in senior management positions, where his leadership style and client-centric business development processes enabled both corporate and client growth and success.

Leonardi joins IMN having most recently served as senior vice president of Integrated Management Services, Inc. (IMS), the leading management and technology consulting firm for the direct selling industry. During his tenure, he focused his expertise on the direct selling business model and has been instrumental in defining many of the leading best practices and key business drivers in the industry as they relate to systems selection, business process optimization, technology alignment and sales & marketing integration.

Sebastian Leonardi is a contributing writer to direct selling and technology publications, a frequent speaker at industry events and a member of the Direct Selling Association’s (DSA) Technology Council.

### About IMN

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications services. In 2006, IMN launched Party Pulse, an e-communications service that helps direct selling companies support their field sales organizations with multimedia-capable email and e-newsletters designed to drive measurable brand impact and product visibility for the direct selling company, as well as

sales and recruits for the sales representative. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing sales representatives from the need to create content. IMN serves customers worldwide and has been embraced by innovative direct selling companies such as Southern Living At HOME, Gold Canyon, Private Quarters and Scentsy. It also serves major corporations such as Shell Oil, Wachovia, Sony and ING. Additional information can be found at [www.imnpartypulse.com](http://www.imnpartypulse.com) or by calling 1-866-964-6397.

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