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**FOR IMMEDIATE RELEASE**

## **Mike Bennett Joins IMN as Sales Director for Network Marketing Sector**

*IMN hires industry professional to expand IMN's network marketing client base*

WALTHAM, Mass. – January 15, 2010 – Software as a Service (SaaS) provider, IMN, is pleased to announce the addition of Mike Bennett as Sales Director, Direct Selling, to assist with business development, market penetration and sales growth within the network marketing sector.

IMN enables companies to communicate with customers through multimedia rich e-newsletters designed to drive measurable brand impact, product visibility, increased sales, and new customer acquisition. IMN is committed to accelerating market growth and expanding its solution and service offerings within the network marketing sector. Bennett's experience coupled with IMN's e-communication expertise and exceptional reputation for generating value for direct selling clients will help ensure success.

Bennett has over 16 years of business development experience with a strong background in direct selling software sales and implementation support. His documented team building and client relationship management skills are contributing factors to his industry success. Prior to IMN, he was the Senior Vice President of Sales and Marketing for Niche Applications, an Oracle Solutions Partner and leading software provider to the direct selling industry.

"Mike's network marketing expertise is essential for his role in supporting our growth initiative in the sector and capitalizing on our position as an innovative supplier to the direct selling industry," said Sebastian J. Leonardi, Vice President, direct selling and multichannel markets for IMN. "His experience in developing new business and maintaining strong client relationships make him an invaluable member of our team."

"It's a pleasure to join IMN," said Bennett. "IMN is committed to its leadership position as the definitive e-communication solution provider to the direct selling industry and I look forward to supporting its growth through new client acquisitions"

Mike has been an active Supplier Member to the Direct Selling Association (DSA) for six years and currently sits on the DSA Technology and Supplier Member Council.

## **About IMN**

Founded in 1999, IMN is a Software as a Service (SaaS) provider, specializing in content-driven e-communications services. With two flagship offerings for the direct selling industry, Party Pulse™ and Net Connect™, IMN helps direct selling companies support their consultants and distributors 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 consultants and distributors. 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 Scentsy, Southern Living At HOME, Gold Canyon, Medifast and Private Quarters. It also serves major corporations such as Shell Oil, Wachovia, Sage and ING. Additional information can be found at <http://imnpartypulse.com>, <http://imnnetconnect.com> or by calling 1-866-964-6397.

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