



For Immediate Release

## **Steve Wilhite Joins the Board of Digital Marketing Company IMN**

*Former Hyundai, Nissan and Apple Senior Executive to Lend His Marketing Vision and Vertical Industry Expertise to Support IMN's Global Branding and Growth Strategies*

**WALTHAM, Mass. – February 2, 2012 – [IMN](#)**, the digital marketing company that delivers branded eNewsletters and content for vertical markets, today announced that Steve Wilhite has joined its Board of Directors. The former senior executive at Hyundai Motors America, Nissan Motor Company, Inc. and Apple Inc. brings outstanding marketing and operations expertise as well as vision and creativity to IMN as the company invests heavily in its digital marketing platform, and aggressively prepares for growth.

“From Volkswagen and Apple to Nissan, Steve has established himself as a well-known marketing talent and branding visionary who will play an important role in IMN’s future growth plans,” said Ben Levitan, CEO, IMN. “IMN is dedicated to creating powerful marketing tools for businesses seeking to more profitably engage with their customers and prospects. Steve’s addition to the Board puts even more horsepower behind our vision of making the IMN digital marketing platform one of the most widely adopted in the industry.”

IMN’s growth strategy includes driving innovative product development and greater adoption for [Loyalty Driver](#)<sup>™</sup>, IMN’s digital marketing platform for the automotive industry. IMN is investing heavily in its eNewsletter products and services teams across the board, building on its strong legacy of exceptional content and service that powers successful email and social marketing campaigns across industries including banking, direct selling and franchise. IMN is further differentiated by its analytics capabilities that provide intelligence around user engagement to determine which content and offers are most compelling and encourage action.

“IMN has a passionate and loyal customer base that includes some of the world’s most well-known consumer brands and leading automotive dealers,” said Wilhite. “The company has established a large, enthusiastic audience and is bringing new information, insights and products to bear on today’s marketing challenges. I’m looking forward to being part of a strong Board and executive management team that is committed to IMN’s future growth through their customers’ success.”

### **About IMN**

IMN is the [digital marketing](#) company that delivers [branded eNewsletters](#) and content for more than 4,000 organizations worldwide. By combining custom, vertically-oriented content with advanced publishing technology and services, IMN enables companies to engage with their

prospects and customers to drive business results via email, mobile and social platforms. In addition to taking advantage of IMN's expertise within the automotive, banking and direct selling industries, customers benefit from analytics-based intelligence that provides insight into buying behavior and purchase preferences to successfully encourage [brand loyalty](#) and generate leads. For more information, visit <http://www.imninc.com>.

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