



appssavvy Triples Employee Base

Addition of seven new hires brings appssavvy's direct sales team for the social media space to more than 25 employees connecting app developers with leading brands and agencies

NEW YORK – Sept. 30, 2009 – appssavvy (www.appssavvy.com) today announced the addition of seven new employees as part of its direct sales team for the social media space. The new hires bring appssavvy's employee base to more than 25, a number that has tripled year-over-year.

“It is tremendously exciting and gratifying to start a company with a unique offering in the rapidly growing social media space and steer that success to the levels we've accomplished in such a short period of time,” said Chris Cunningham, founder and CEO of appssavvy. “Tripling in size is a direct result of the opportunity and demand to bring together developers and publishers of social media applications, whether they are on Facebook or other social networks, and increasingly on the iPhone, with brands and agencies.”

In addition to employee growth, appssavvy recently surpassed 100 social media application campaigns involving major brands representing every major advertising category, including automotive, beer and liquor, consumer electronics, consumer packaged goods, entertainment, financial services, food, pharmaceuticals, retail and technology.

Joining appssavvy include Rob Holiber, director of East Coast Sales; Lauren Jaramillo, Jeff Skaggs and Michael Vos, sales directors serving the West Coast; Jerome Brissett, senior traffic manager; Yael Zeman, account manager; and Dillen Phelps, creative assistant.

Rob Holiber, director of East Coast Sales

Holiber comes to appssavvy most recently from Daily News Digital. Previously, he spent time at PointRoll and One Big Media Corp.

Lauren Jaramillo, director of West Coast Sales

Jaramillo's most recent experience was at CraveOnline, a brand of AtomicOnline. She also served in sales positions at Monster.com and Infinity Broadcasting.

Jeff Skaggs, director of West Coast Sales

Skaggs joins appssavvy from Collective Media, but has also served in various sales positions for BBE, IFILM.com and Yahoo!.

Michael Vos, director of West Coast Sales

Most recently at Specific Media, Vos arrives at appssavvy with experience from Spot Runner and Business.com.

Jerome Brissett, senior traffic manager



Brissett's ad operations experience spans nearly a decade, most recently for ASmallWorld Holdings.

Yael Zeman, account manager

Zeman arrives at appssavvy after spending three years at National Cable Communications, jointly owned by Comcast Cable, Cox Communications and Time Warner Cable.

Dillen Phelps, creative assistant

Phelps joins appssavvy from Vault.com and previously served in the U.S. Marine Corps.

About appssavvy

appssavvy is a direct sales team that connects hundreds of social media applications on Facebook, MySpace, Google and iPhone with leading brands and agencies. Partnered with the largest vertical social applications in entertainment, moms, travel, games and pets, appssavvy provides advertisers with contextually-relevant programs. Understanding that social media is about people, appssavvy focuses on users, understands their current activity and develops ad campaigns, programs and social strategies that provide value to the ecosystem. appssavvy leverages existing audiences and utilizes all facets of social media to connect advertisers with people. For more information, visit www.appssavvy.com.

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