

appssavvy Promotes Calvin Wong to Chief Operating Officer

appssavvy, also promotes Sushene Swenson to vice president of finance and Jeremy Greenspan to vice president of Midwest sales, and adds three new digital media professionals growing the company to nearly 40 employees



NEW YORK – Mar. 8, 2010 – appssavvy (www.appssavvy.com), a direct sales team for the social media space, today announced the promotion of Calvin Wong to chief operating officer (COO). Wong joined (www.appssavvy.com/media/calvin_press_release.pdf) appssavvy in the summer of 2008 as executive vice president of product and sales operations.

“Calvin has played a vital role in the growth of appssavvy. His leadership in building-out advertising solutions and driving technology needs has been key to our success,” said Chris Cunningham, co-founder and CEO of appssavvy. “As COO, Calvin’s operational excellence and experience will be instrumental in scaling the appssavvy business as we continue to grow rapidly this year and in the future.”

In addition to Wong’s promotion, both Sushene Swenson and Jeremy Greenspan were promoted to vice president of finance and Midwest sales respectively. Swenson joined (www.appssavvy.com/media/Sue_Press_Release_FINAL.pdf) appssavvy in the spring of last year as director of finance. Greenspan joined (www.appssavvy.com/media/SalesPressReleaseMar2009.pdf) in early 2009 as director of Midwest sales and has since led social media campaigns involving brands, including General Mills, Kimberly-Clark, Procter & Gamble, Target and Wrigley.

Also, appssavvy continues to hire, recently adding three new employees to the company’s base of just about 40 digital media professionals.

Greg Ellis, East Coast Sales Director

Ellis most recently served as East Coast sales manager for Betawave, where he established the company as a market leader in the advergaming space. Previously, Ellis was at Bolt Media/GoFish as a senior account executive where he managed relationships with agencies and clients in Boston, New York and Atlanta.

Sara Madsen, Client Strategist

Madsen most recently served as account director of client relations for Vault.com. Prior to that, Madsen was a manager at Telesis where she was responsible for creating, developing, and



implementing operational policies, standards and procedures while creating schedules and incentive programs, training new-hires and enforcing health, handling and OSHA standards.

Kelley Gudahl, Account Manager

Gudahl joins appssavvy from Gameloft where she served as marketing manager and was instrumental in creating and maintaining marketing efforts on behalf of wireless carrier partners, including Verizon Wireless, Alltel Wireless and Virgin Mobile, among others. Gudahl also developed and executed marketing actions for titles on the iPhone, PlayStation and Xbox. Previously, she was business development manager at Zoom Media & Marketing.

appssavvy, recently named one of Crain’s New York Business Best Places to Work (<http://blog.appssavvy.com/?p=261>) ranking #17 on the annual award list, continues to hire. Interested candidates can learn more at <http://appssavvy.com/#/culture>.

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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