



## **appssavvy Adds Six New Digital Media Professionals to Drive Social Media Marketing Forward**

**NEW YORK – July 28, 2010** – appssavvy ([www.appssavvy.com](http://www.appssavvy.com)) today announced six new hires bolstering the company efforts in and around social and mobile media marketing. The new hires extend appssavvy’s team to more than 40 employees.

“We continue to experience strong growth as we drive forward efforts with social and mobile media publishers, and brands and agencies,” said Chris Cunningham, co-founder and CEO of appssavvy. “Our momentum in the digital media and marketing space is attracting great people and I’m delighted to welcome our latest team members.”

Joining appssavvy include Holly Ettenger, HR and talent manager; Mattan Griffel, marketing coordinator; Meghan Kludt, senior account executive, Midwest; Yolanda Ladia, product manager; Magali Merat, senior account executive; and Robin Wilson, senior director, ad operations.

### **Holly Ettenger, HR and Talent Manager**

Ettenger joins at appssavvy from Michael Kors, where she served as a retail recruiter and oversaw recruiting for more than 100 retail stores internationally. She began her career at The Maxus Group and is a graduate of the University of Florida.

### **Mattan Griffel, Marketing Coordinator**

Griffel joins appssavvy from Condé Nast, where he served the business development organization. Prior to this, he attended New York University, where he graduated *summa cum laude* with degrees in both Finance and Philosophy.

### **Meghan Kludt, Senior Account Executive, Midwest**

Meghan joins appssavvy from Time Inc. Digital, where she served as a digital account executive and, previously, weather.com as interactive sales associate. Kludt began her career at Scripps Networks and is a graduate of The College of Charleston.

### **Yolanda Ladia, Product Manager**

Ladia joins appssavvy from IgoUgo, where she served as senior product manager. Previously, she was at Travelocity serving in product management and systems delivery. Ladia began her career at the United Services Automobile Association and is a graduate of Texas A&M University in Corpus Cristi.

### **Magali Merat, Senior Account Executive**

Merat joins appssavvy from Newsweek, where she was responsible for all digital sales in California, Oregon, Washington, Utah and Nevada. Previously, Merat was at Terra Networks, Time and Wenner Media, and is a graduate of The Fashion Institute of Design & Merchandising and San Diego State University.



**Robin Wilson, Senior Director, Ad Operations**

Wilson joins appssavvy from Associated Content, recently purchased by Yahoo!, where she served as manager of revenue operations and supervised all content and advertising partnerships. Previously, she was at Lulu.com serving as communications specialist. She began her career at Kaye Products and is a graduate of North Carolina State University.

appssavvy, recently named one of Crain's New York Business 2009 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's direct sales and marketing services team provides a platform for brands and their agencies to run organic, engaging, social advertising campaigns that are designed to add value to people's activities in the social graph. appssavvy's platform, made up of leading developers and publisher app partners, is first and foremost focused on people's activities and secondly on how brands can engage with that audience in a relevant and meaningful way on Facebook, Apple and other emerging social platforms. For more information, visit [www.appssavvy.com](http://www.appssavvy.com).

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