



NEWS

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FOR IMMEDIATE RELEASE

TBG ESTABLISHES PRESENCE IN NEW YORK AND CHICAGO WITH KEY HIRES

Industry Veterans Bring Sales Expertise To Expanding US Team

San Francisco, Calif. and London, UK – February 3, 2011 – [TBG Digital](#), the leading global marketing and technology company specializing in Facebook and social media advertising campaigns, today announced the strengthening of its US operations, by establishing a presence in New York. The company also announced the addition of two new sales executives, [Chris Phenner](#) and [Michael Lee](#). Both Phenner and Lee bring significant experience working with traditional and online media and will help to grow the company's portfolio across key vertical markets.

As vice president of business development for the East Coast, Chris Phenner will focus on growing New York and other major New England and Mid-Atlantic markets. Phenner joins TBG Digital from Thumbplay, where he was EVP of business development. Chris was responsible for driving subscribers via integrated partnerships, including exclusive relationships with AOL, Clear Channel, Comcast, MSN, and Ticketmaster, in addition to all mobile app store channels. Previously, he was director of business development at Audible, Inc. Prior to that, Phenner was a business development manager at CNET Networks' Download.com, a position he took after serving as director of business development at Napster (1.0).

Phenner holds a B.A. in Political Science from Miami University, and an MBA from a dual-degree program with U.C. Berkeley and Columbia University. He is also the original author of the "[business development](#)" article on Wikipedia.

Michael Lee will serve as vice president of business development for the Midwest, and as such he will anchor the company's Chicago presence, responsible for establishing new relationships in the Midwest market. Most recently, Lee worked at Yahoo! as an agency development director responsible for partnering with holding companies and their respective agencies, to assist in scaling their digital marketing practices into profitable, high growth service lines. Previously, he spent ten years at Publicis working at both Performics and Vivaki as director of partner development. There he oversaw existing and new partnerships for search, performance based, and social initiatives. Lee has a B.S in Business Administration from Elmhurst College in Illinois.

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“Both Chris and Mike bring a proven track record in contributing to the success of growth-oriented companies. The addition of these talented individuals is a key ingredient to establishing our leadership position in the social media advertising arena,” said Patrick Toland, US Managing Director for TBG Digital. “As TBG Digital continues to attract marquee name brands, Chris and Mike’s experience and success in generating revenue growth will benefit our current relationships and help expand our business even further.”

USEFUL LINKS

- **TBG Digital web site:** www.tbgdigital.com
- **Twitter feed:** <http://twitter.com/tbgdigital>
- **ONE Media Manager:** <http://www.tbgdigital.com/#/technology/>

About TBG Digital

TBG Digital is a global marketing and technology company, specializing in Facebook advertising and social media marketing. Combining technology with unparalleled experience, the company collaborates with clients to meet their marketing objectives. Founded in 2001, TBG Digital has offices in London and San Francisco and manages campaigns for more than 90 advertisers targeting in 40+ countries. For more information, please visit our website at www.tbgdigital.com.

About ONE Media Manager™

ONE Media Manager, TBG Digital’s flagship product, is an innovative software platform designed to allow advertising executives to build, monitor and optimize large-scale ad campaigns on Facebook.

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