

Fact Sheet



Company Name	IMN (IMakeNews, Inc.)
Founded	1999
Description	IMN is a provider of e-communications solutions for small and medium businesses (SMBs).
Primary Service	A Software as a Service (SaaS) provider, IMN specializes in content-driven e-communications services, enabling companies to communicate to their customers with multi-media capable email and e-newsletters, which are designed to drive measurable brand impact and product visibility, leads and sales. IMN serves customers worldwide and is headquartered in Waltham, MA.
Competitive Differentiators	<p>Focus on industry-by-industry solutions – such as IMN Loyalty Driver™ lifestyle e-newsletters for auto dealerships, IMN Total Channel Communications™ for technology vendors that sell through channels, and IMN Party Pulse™ and IMN Net Connect™ designed specifically for direct selling and network marketing organizations.</p> <p>Unique platform architecture supports customization and inclusion of multiple media types (i.e. PDF, Flash, Video, RSS, Podcasting) to address the specific business needs of a wide range of markets.</p> <p>Deep and sophisticated data analysis capabilities give marketers and publishers ongoing intelligence into readership behavior, enabling them to take meaningful action.</p> <p>Pioneers of Informative Marketing™ – a strategy for improving the return on marketing investments by refining content in response to readers' behavior and preferences. IMN's distinctive content-driven approach allows marketers to grab their readers' attention while reinforcing their messaging and branding.</p>

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Management Team

- David A. Fish, Chief Executive Officer
- Jeffrey Mesnik, Founder & VP of Business Development
- Peter Mesnik, Founder & Vice President
- Henry White, Executive Vice President & Chief Revenue Officer
- Tim O'Leary, Chief Technology Officer
- Jo Ellen Collins, VP of Marketing
- Chris Ellis, VP of Finance and Administration
- Rodney Green, VP of Corporate Development & Operations
- Kimo Kong, Worldwide VP of Sales & Services
- Sebastian Leonardi, VP of Direct Selling and Multi-channel
- Philip Werner, VP of Products

Board of Directors

- David A. Fish, Chairman; CEO, IMN
- Jeffrey Mesnik, Founder & VP of Business Development, IMN
- Mike Pehl, Managing General Partner, Northbridge Growth Equity
- Matthew Blodgett, Principal, Northbridge Growth Equity
- Ryan Sweeney, Principal, Northbridge Growth Equity

Corporate Headquarters

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