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## **Social Strategy1 Appoints Steve Ennen as President and Chief Intelligence Officer**

*Award-winning digital media veteran to join executive leadership team and run strategic intelligence.*

**Ponte Vedra Beach, Fla., December 1, 2010** - Social Strategy1, a leading provider of digital marketing strategy and social intelligence solutions, today announced that Steve Ennen has joined the Company as President and Chief Intelligence Officer.

Steve Ennen is an award-winning media professional pioneering online strategies for more than 15 years. He joins Social Strategy1 from the University of Pennsylvania's Wharton School, where was Founding Managing Director of the Wharton Interactive Media Initiative (WIMI) and Wharton Lab for Innovation in Publishing; recognized as the authoritative thought leaders for issues related to interactive and digital media and their impact on broader business matters. He is a Lecturer in Marketing at the Wharton School and was responsible for the development of curriculum in emerging media and interactive media strategies at the Wharton School for both MBA program and Executive Education courses.

"We are delighted to announce Steve Ennen's appointment as President and Chief Intelligence Officer of Social Strategy1. Steve is a seasoned and extremely talented marketing executive who has been on the front-end of relevant, well-validated, data-driven research. Steve embraces our core values and I look forward to working with him as he helps to further strengthen our ability to deliver unparalleled value to our clients," said Mike Lewis, Chairman, CEO and Co-Founder of Social Strategy1.

"There is no executive in the digital marketing world with more relevant experience in the converged worlds of commerce, marketing, and technology. Steve's been teaching social media at Wharton and we're pleased that after using Social Strategy1's application in the classroom, he chose to join us and bring our clients visibility into the serious thought and formal analysis of the data generated through our platform," said Social Strategy1 Co-Founder Dennis Stoutenburgh.

Prior to Wharton, Ennen held the position of Vice President, Digital Business Strategies at American Business Media where, for more than three years, he advised dozens of media and marketing companies on digital transformation, video and mobile messaging, social

networks and development of digital revenue strategies. He also served as a consultant and business development executive for Neighborhood America (now Ingage Networks), an award-winning technology company specializing in enterprise social networks. He has worked with the U.S. State Department to educate foreign publishers on digital media, an instructor of media strategy at New York University, and has been guest instructor at Medill, Northwestern University, State University of New York and NYC Mayor Michael Bloomberg's JumpStart Media Program. A former publisher and editor, Ennen launched several award winning printed and digital media products in U.S. and global markets and his essays and journalism has been published in scores of international publications. He speaks around the globe on digital transformation strategies.

"The number of users contributing content online in the U.S. alone is expected to surpass 166 million this year, and the social intelligence gathered as a result of this mass participation is set to become a value chain for businesses that elect to participate, gather, organize, and analyze the digital space. I'm excited and honored to help lead Social Strategy1 and look forward to working with the team as we leverage our tactical and strategic talent to drive top-line growth for our clients," added Steve Ennen.

Ennen received his MA degree from DePaul University, Chicago; BA degrees in English and Political Science from William Jewell College, Liberty, Mo., and has continued his executive education at Northwestern University's Medill/Kellogg Schools and M.I.T.

### **About Social Strategy1**

Social Strategy1 leverages the most powerful social media intelligence for marketing strategies, helping companies capitalize on the opportunities that are available on the increasingly open and social web. Social Strategy1's proven approach uses the expertise of social media listening analysts (SMLA) to interact with influencers on behalf of its clients with pre-set messages and context, using search engine marketing methods, social media monitoring tools and professional and savvy listeners to deliver game-changing online results for its clients' brands. For more information, contact Social Strategy1, [www.socialstrategy1.com](http://www.socialstrategy1.com).

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