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MRM WORLDWIDE ANNOUNCES NEW AMERICAS STRUCTURE *New Alignment and Management Moves Expand Capabilities and Introduce integrated P&L Strategy Across Regions.*

NEW YORK, NY (July 7, 2011)-- [MRM Worldwide](#), one of the top-five digital and CRM agencies in the world, and a part of McCann Worldgroup, today announced an innovative structure for their Americas operation that includes the company's alignment with McCann Erickson Salt Lake City, a 200+ person agency with a focus on technology-enabled marketing. As part of this alignment, McCann Salt Lake City CEO, David Boede, will assume the new role of President of MRM Americas Region – including offices in Toronto, New York, Princeton, Detroit, Salt Lake, San Francisco, Mexico City, Sao Paulo and Buenos Aires. This move coincides with an MRM Worldwide strategic initiative that integrates individual office P&Ls into a single MRM Americas P&L – resulting in a single operating unit with over 1200 employees across multiple disciplines including: digital, creative, marketing, CRM, measurement and performance expertise.

“We are thrilled to bring Dave into the MRM network at this important moment,” said Marc Landsberg, CEO of MRM Worldwide. “By combining the P&Ls of our Americas organization and including the breadth of expertise offered by McCann Salt Lake City, we are able to expand our overall strategic, digital and technology capabilities that are critical to our aggressive 5-year strategy to become the most technology-driven marketing solutions company in the world.”

“The addition of Boede in the new role of President of Americas is designed to help MRM provide deeper, cross-agency capabilities to current and future clients with unprecedented ability to scale while eliminating historical P&L barriers to rapid collaboration,” said Bill Kolb, President, MRM Worldwide. “This new alignment of MRM with a strong McCann office provides rich advertising experience and stronger integration of those skills into the MRM network.”

The approach to a single, integrated Americas P&L is a new structure for MRM Worldwide, and is designed to provide seamless deployment of world-class digital and CRM resources at scale across several agencies to meet client needs. In addition, it is consistent with McCann Worldgroup's strategic focus on transforming brands by leveraging the best talent to achieve success.



“I couldn’t be more excited about MRM’s approach to uniting the best talent across its America’s offices,” said Dave Boede, new President, of MRM Americas. “Individually, each MRM office provides a strong digital offering. But the combination of digital and CRM best practices across all offices provides clients with unprecedented access to world-class talent.”

About MRM Worldwide

MRM Worldwide is a global scale top-five digital and direct agency. We design, create, execute, manage and measure interactions between consumers and brands, which accelerate sales and ROI while igniting passion and loyalty for brands. MRM’s suite of offerings includes brand leadership, strategic services, relationship marketing, design, measurement and analytics, platforms/applications, mobile, SEO/SEM, and offshore production asset and distribution. The agency has 33 offices in 31 countries and counts Johnson & Johnson, General Mills, US ARMY, Intel, Verizon, General Motors, Wells Fargo, Kraft and Nestlé among its clients. For more information, please visit www.mrmworldwide.com.

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