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**MRM Names Jim Wayand Global Business Leader for “Team Intel”**  
*Innovative Digital Marketer Brings Dynamic Leadership to World-Class Client*

New York, NY – February 2, 2012 – MRM, a top-five global digital and direct agency, named Jim Wayand to the position of Global Business Leader for MRM’s award-winning “Team Intel”. Wayand, an accomplished global marketing executive with a long and rich history of innovative digital consumer marketing campaigns for clients such as Microsoft, brings a vibrant combination of strategic creativity and team building expertise to the global team. Joining MRM effective today, he will be based in the San Francisco office and will report to Dave Boede, President, Americas Region as the global “Team Intel” Executive Sponsor.

“Jim brings a wealth of talent and global experience to this position which will continue MRM’s effort to consistently evolve and rapidly respond to Intel’s needs; as well as the growing complexity of the global marketing landscape. His experience and enthusiasm will ensure the success of the “Team Intel” vision of collaborating across regions, offices and disciplines and build on the successful track record built by MRM over the past five years,” said Boede. In addition, Marylee George, who has led “Team Intel” and served in the position of Global Lead for the past three years, will transition the role to Wayand and focus on leading MRM’s Digital Marketing Group relationship with Intel.

Boede continued, “Marylee has done a tremendous job over the past three years building one of the strongest groups of craftspeople I have ever worked with. Her commitment, focus and passion for Intel and for the MRM Team has been one of the more rewarding experiences of my career and I am delighted to have her leading another portion of our Intel relationship.”

“I am thrilled to be joining MRM during such an exciting time for the Agency. Building a role of “trusted advisor” for Intel and our team is very important to me. My commitment is to exceed Intel’s expectations and build upon the

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great work done to date by providing value-added solutions and drive the success of Intel’s brand globally,” states Wayand.

Wayand joins MRM from Microsoft, where he led digital marketing experiences, social media strategies, programs and digital partnerships for the Microsoft Store and for the Bing Marketing Engagement Team. Prior to that, he held various marketing positions at Microsoft and was Director of Digital Marketing for Peak6 Online, an innovative financial services firm. He has also served in a number of executive marketing positions at Song & Delta Airlines, Noticenow, Inc. and QView. Wayand holds a B.S. in Marketing & Business Logistics from the Pennsylvania State University in State College, PA.

#### ***About MRM***

MRM is a top-five global digital and direct agency made up of a diverse collection of craftspeople focused on creativity, performance and technology. MRM offers a suite of capabilities including branding, strategy, relationship marketing, design, measurement & analytics, mobile, search, social, loyalty programs, platform & application development, system integration, engagement planning, asset production, & asset distribution. The agency has 34 offices in 25 countries and counts Bristol-Myers Squibb, General Mills, General Motors, Intel, Johnson & Johnson, Kraft, Nestlé, U.S. ARMY, Verizon and Wells Fargo among its clients. MRM is a part of McCann Worldgroup, an Interpublic company. For more information, please visit [www.mrmworldwide.com](http://www.mrmworldwide.com).