

FOR IMMEDIATE RELEASE
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**ACCENT MARKETING SERVICES NAMES INDUSTRY VETERAN JIM FERRATO
AS NEW CHIEF INFORMATION OFFICER**

Jeffersonville, Ind. (Dec. 16) – ACCENT Marketing Services LLC, a member of the MDC Partners Network and provider of customer engagement solutions, today announced the selection of Jim Ferrato as the company’s new chief information officer. Ferrato brings over 25 years of experience in information technology to ACCENT, where he will lead the company’s global information organization, which supports ACCENT’s suite of customer engagement solutions as well as enterprise systems and applications for all corporate processes.

“After an extensive search to find the right individual to lead our IT team and bring the necessary strategies required as we move the business forward, I am happy to welcome Jim to ACCENT,” said CEO Tim Searcy. “Our internal IT systems and operations play a crucial role in the success of our customer engagement solutions for both our clients and their customers. Jim brings deep experience in running global IT solutions, and with his leadership, we look to further grow this area of our business.”

As CIO, Ferrato will help drive ACCENT’s outsourced customer engagement solutions across phone, online and social media channels through the support of business and technical initiatives both within the organization and externally with clients. His responsibilities will also include leading the company’s efforts to establish and implement new and emerging communication channels to transform customer services touchpoints into customer engagement and brand-building opportunities on behalf of ACCENT’s clients.

Prior to joining ACCENT, Ferrato served as Senior Vice President and Chief Information Officer at Protocol Global Solutions, a provider of business process outsourcing solutions specializing in contact center services. During his time at Protocol, Ferrato had oversight of IT consolidation and integration across five independent operating divisions. He was responsible for corporate security initiatives, PCI and HIPPA compliance, and delivered over \$1 million in annualized savings through telecom consolidation and maintenance contract realignment.

Ferrato’s industry experience also includes time at Aspect Communications, where he was the vice president of worldwide professional services, and a number of roles at Stream International, including vice president and chief information officer.

He received his Bachelor of Business Administration degree from the University of Rhode Island and his master’s degree in business administration with a concentration in finance from Boston University’s Graduate School of Management.

About ACCENT Marketing Services, LLC

ACCENT, a member of the MDC Partners Network, is the performance marketing company for brands who need to maximize their brand’s ability to engage with consumers and influence behavior, while generating a better return on their investment. The company’s data-driven approach transforms customer service touchpoints across the phone, online and social media channels into powerful relationship and brand-building tools. Founded in 1993, ACCENT employs more than 2,000 people across the United States, Jamaica and the Philippines. For more information, visit www.accentonline.com.

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