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**METAVERSE MOD SQUAD APPOINTS
JON PAUL BUCHMEYER, VICE PRESIDENT, DIGITAL ENGAGEMENT**
Brand Marketing Veteran Hire Expands East Coast Operations

(New York, NY)—A year after establishing a New York office in the burgeoning high tech corridor of DUMBO, Metaverse Mod Squad, the leader in managed digital services for social, gaming, and online communities, has further expanded East Coast operations with the appointment of brand marketing veteran Jon Paul Buchmeyer as Vice President, Digital Engagement. Buchmeyer will focus on servicing marquee East Coast clients like Carnegie Hall, HarperCollins and the NFL, as well as business development with New York advertising, marketing and public relations agencies.

“Our East Coast business is booming, especially our social media management services, so it makes sense to hire someone with Jon Paul’s wide-ranging skills and talents,” said Amy Pritchard, Metaverse CEO. “His background with top tier agencies leading marketing communications for some of the world’s greatest brands makes him a terrific addition to the Metaverse team.”

Prior to joining Metaverse, Buchmeyer developed social media expertise through his popular blog Poptimistic.com, working with clients that included Wells Fargo and Loews Hotels. Previously, he was a founder of marketing communications firm Tentpole NY whose clients included *Condé Nast Traveler*, *The Economist*, and MICHELIN guides, among others. Before starting his own agency, he lead the Brand Marketing practice at top-10 agency Ketchum overseeing award-winning work for clients including Absolut, Canyon Ranch, Hyatt Hotels, Samsonite and Santa Margherita Wines. For nearly seven years, he was a Communications Director at Condé Nast Publications.

“Having worked with a diverse range of brands—from wine and spirits to travel and leisure—I knew immediately that Metaverse Mod Squad offers unique services for companies looking to expand their social media presence,” says Jon Paul. “After working with them on a Carnegie Hall youth social media project, I’m thrilled to add my strategic marketing skills full-time to Metaverse’s repertoire, helping brands effectively engage with their customers in the digital space.”

Buchmeyer is also an accomplished writer, with work published in *Bon Appétit*, *Condé Nast Traveler*, *Afar*, *American Way*, *EnRoute* and *Food & Wine*. He was a finalist for the 2010 Next Generation Indie Book Award for his humorous memoir *Alphabet City: My So-Called Sitcom Life* about life as a gay Mary Tyler Moore. He graduated from the University of Texas-Austin, and lives in New York City with his husband and little dog Frida.

Metaverse Mod Squad is the leader in managed digital services for social, enterprise, and gaming communities. From community management to moderation and customer support, Metaverse works with marquee brands and operators to promote brands, engage users, and protect the safety of children. It maintains a team of professional staffers around the world in several languages. It also has a 24/7 operations center in Sacramento, California and an office in Brooklyn, New York. www.metaversemod squad.com

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