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Cullen O'Brien Joins 7Summits as Vice President of Account Services

Addition Builds Upon Agency's Social Business Transformation Capabilities

MILWAUKEE (March 5, 2012) – Social business agency [7Summits](http://www.7SummitsAgency.com) today announced the addition of Cullen O'Brien as Vice President of Account Services. In his role, O'Brien will work with clients to understand their business objectives and apply 7Summits' industry-leading social business services and knowledge to craft solutions that meet those objectives.

"Account services is a critical role in guiding enterprise level businesses through social business transformation. Cullen's addition to the leadership team comes at the ideal time as we continue to build our client base and work with more Fortune 200 companies," said RJ Reimers, Executive Vice President of 7Summits. "He has a proven track record of success and will play a critical role in positioning 7Summits as the preferred social business partner for our clients."

O'Brien joins 7Summits with 15 years of digital marketing experience. Most recently he served as Vice President of Fullhouse, an independent marketing agency, where he led digital, social media and experiential marketing programs for clients such as MillerCoors and Kimberly-Clark. O'Brien has consistently contributed to transformative programs and created extraordinary client-agency relationships.

In addition to his experience as Vice President, O'Brien held account leadership and business development positions at digital and integrated marketing agencies where he achieved similar success.

"7Summits presents a special opportunity to work in the fast-growing social business segment with some of the leading minds in the field, as well as with an impressive portfolio of clients," said O'Brien. "I'll be helping maximize clients' social business efforts to transform their business and engage their partners, employees and customers in new ways."

About 7Summits

7Summits, www.7SummitsAgency.com, is a Social Business Agency founded in 2009 to help clients engage customers, partners and employees to help grow their business. 7Summits' solutions deliver results by improving both social relevancy and community enablement. The firm refers to this approach as Applied Social Media, and has helped many Fortune 1000 brands to become more socially connected organizations. 7Summits offers deep expertise in social business strategy, community experience design, platform development, and community activation.

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