



Vanguard Direct

create > produce > distribute

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FOR IMMEDIATE RELEASE

## VANGUARD DIRECT EXPANDS INTO MOBILE WITH NEW HIRES

**New York, March 29, 2012** — Vanguard Direct, a leader in communications solutions, announced today that it has expanded its firepower in the digital and mobile space by bringing in four new mobile- and tablet-oriented associates.

The new team includes Dana Farbo, Thomas Miller, Nomi Kaplan, and Ken Palen, — all formerly of Imano Inc.

In his new role as **DIRECTOR OF NEW MEDIA, DANA FARBO**, a leader and innovator in web campaigns, dynamic content delivery, and digital publishing, brings his expertise in mobile and a strong marketing background to the company's proven client service model.

**THOMAS MILLER**, as **CREATIVE DIRECTOR, NEW MEDIA**, will combine his background in magazine design and publishing with in-depth knowledge of custom mobile development solutions for smartphones and tablets, helping the company's design team bridge the gap between conventional print and the age of the iPad.

As a **CREATIVE PROJECT MANAGER, NOMI KAPLAN** will bring freshness and new insights to day-to-day client communication, and will help to bring mobile and web solutions to the table alongside traditional technologies. And **KEN PALEN**, coming in as **SENIOR ACCOUNT EXECUTIVE, NEW MEDIA**, is engaged in the cutting edge world of iPhone, iPad, and Android app design and development, helping customers enhance their communications, training and customer engagement efforts.

“This talent set clearly supports our new brand positioning,” said Robert O’Connell, Vanguard Direct President, “and not only helps Vanguard grow in the digital and mobile space, but will allow us to introduce state-of-the-art digital and mobile projects in order to grow and support current and prospective clients.”

Adds Director of Technology Services Preeti Sharma, “Bringing this team into the fold will further strengthen our ability to make powerful and compelling advances with mobile/tablet and creative services.”

## **ABOUT VANGUARD DIRECT**

Vanguard Direct, Inc., “*The Take Charge People*,” is the go-to agency for communications solutions. With 160+ employees, this privately held company was founded in 1976, is headquartered in New York, and has offices in New Jersey, Connecticut, and Pennsylvania.

Vanguard Direct was ranked fourth in the nation for marketing communication industry distributors in 2011. Profession affiliations include: American Marketing Association, PSDA, AIGA, NAPL, Direct Marketing Association (DMA), and PODi — The Digital Printing Initiative. Industries served include healthcare, finance, education, retail, and government.

## **SPECIALTIES**

Marketing, technology services, software and website development, data and database management, creative, graphic design, production, distribution.

## **MEDIA CONTACT**

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