

## **DC Storm Appoints Marketing Director**

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## **DC Storm Appoints Heavyweight Marketing Director To Help Shape The Business For Ongoing Growth**



**Multichannel digital marketing specialist DC Storm has appointed Anna Sjostrom Walton as its Marketing Director, as the business looks set to continue its impressive growth as a valuable advertiser partner in the European digital marketing industry.**

Anna, who has worked in the digital media sector for over ten years, will lead the award-winning and industry respected company's marketing and PR strategy as it continues to be one of the UK's most progressive and innovative multichannel digital marketing optimisation specialists. The eight year old business provides market-leading tracking, tag management, reporting, attribution and optimisation services, specifically helping advertisers to accurately value their online marketing activities and then use the insights to optimise their plans still further. With offices in Brighton, London and Frankfurt, DC Storm currently works with over 1,000 leading brands helping them to maximise their digital potential.

Seth Richardson, CEO of DC Storm, says: "Anna joins the senior management team at a really exciting time and her unique blend of experience in marketing, business development and international expansion will be hugely beneficial to us. Over the past 18 months, DC Storm has been hard at work developing professional services as well as new technology, and Anna will help bring these products and services to market."

Anna began her career with leading interactive entertainment business Babel Media, helping the video games specialist to realise significant growth and business diversification especially expanding its North America and Japan territories. Subsequently, she moved to Montreal as Director of Strategy and Marketing for leading Canadian interactive agency Bluesponge before returning to the UK to start a family. More recently, she has built on her extensive experience in both interactive entertainment and media to develop strategy and marketing initiatives for a select group of digital start-ups.

### **About DC Storm**

Multichannel digital marketing specialist DC Storm helps businesses make better decisions through market-leading tracking, tag management, reporting, attribution and optimisation for Advertisers, Affiliates and Agencies. Since its launch in 2004, DC Storm has gained an enviable reputation for building solutions which respond to both client and industry needs, and now works with many of the most progressive digital brands who use insight gained from the Storm Platform to accurately value and optimise their online marketing activities . DC Storm opens up new ways of gathering, interpreting and using data that can unlock business insights that drive businesses to deliver results. Currently tracking over 1,000 websites worldwide across all verticals, DC Storm's clients not only benefit from using its suite of robust and pioneering tools, but also receive exceptional service, support and training.

**For more information, please contact Anna Walton, DC Storm, Tel: +44 1273 807 272 ext: 311  
or email: [anna.walton@dc-storm.com](mailto:anna.walton@dc-storm.com)**