

**FOR IMMEDIATE RELEASE**

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Bala Cynwyd, PA — September 9, 2014 — Judy C. Arnold has recently joined [Vitalyst](#) as the Vice President of Marketing.

She has over 25 years' experience in both business-to-business and business-to-consumer marketing leading marketing and communications strategy, teams and operations. Most notably, Judy spent over 10 years at SEI Investments transforming their lead generation programs and building new corporate-wide go-to-market strategies. Prior to that, she spent many years working for Seabury & Smith, a Marsh, Inc. subsidiary, in both Washington, DC and the Philadelphia area, leading the affinity marketing division and managing their largest account, AARP.

A leader in the marketing community, she is a long-standing member and past President of the Philadelphia Direct Marketing Association (PDMA). Judy is currently on the Board of Directors for the Professional Women's Roundtable (PWR), the Marketing Co-Chair for the DMAX Foundation and an active member of the Philadelphia American Marketing Association (PAMA).

Judy has a Master's degree in Management and Marketing and a Bachelor's degree in Communications-Journalism.

According to Nick Wilkinson, Chief Executive Officer, "Judy brings a wide range of experience to Vitalyst and will lead an innovative, impactful marketing function, working collaboratively with each internal department, our key partners, such as Microsoft, and our clients, to enhance our brand and enable revenue growth."

**About Vitalyst**

Vitalyst provides expert application and device support for business users, and helps companies and government organizations to get more from their investments in technology by ensuring that their employees operate at peak performance with the productivity tools and applications they use daily. Technology innovation cycles such as software migrations, new device deployments, mobility initiatives and BYOD programs create challenges for business users and support organizations. To address these challenges, Vitalyst brings expert ready resources to expand client support capacity and depth. In partnership with the internal support organization, Vitalyst helps clients to deliver an exceptional business user experience through high-caliber, individualized support. Vitalyst is a Microsoft Gold Devices and Deployment partner. For more information, follow updates on Twitter ([@Vitalyst](#)) and visit [www.vitalyst.com](http://www.vitalyst.com).

