

Online Marketing and Analytics Guru, Ian Strain-Seymour, Joins Apogee Search

Former Coremetrics Director to Focus on Marketing Services Provision and Delivery

October 30, 2007 (FPRC) -- Today, Apogee Search announced that Internet marketing expert and recent Coremetrics director Ian Strain-Seymour has joined the team as director of search marketing services. Strain-Seymour will leverage 11 years experience in online consulting for Fortune 500 clients to help Apogee Search in its continued growth and leadership in the search engine marketing industry.

Immediately prior to joining Apogee Search, Strain-Seymour served as director of strategic accounts and consulting services at leading Web analytics and marketing optimization solutions provider, Coremetrics. His major responsibilities at Coremetrics included ensuring service delivery and high satisfaction to the company's largest clients, such as Bank of America, Grainger, QVC and The Weather Channel; and ensuring the quality and on-time delivery of consulting services.

Strain-Seymour's accomplishments at Coremetrics include growing the core services team, implementing a new model for the delivery of customer service, identifying and driving industry best practices, delivering over 60 industry best practice documents, and speaking on multi-channel analytics.

"I am confident that Ian's extensive expertise in services management and online marketing will enable Apogee Search to strengthen our existing leadership in the search engine marketing space and continue to provide industry-beating levels of quality to our growing client base," said William Leake, CEO of Apogee Search.

"Apogee Search is on an outstanding growth path, and I'm delighted to help accelerate success across its search marketing services," said Strain-Seymour. "With continued leadership in both SEM and SEO, ecstatic clients and cutting edge technologies, Apogee Search is in a great position to dominate the search marketing space in the coming months and years."

About Apogee Search

Since its inception in 2001, Apogee Search has rapidly grown to become one of the 20 largest Search Engine Marketing firms in the world. Founded by early Internet pioneers and McKinsey & Co. alumni, Apogee focuses on a variety of proven online marketing methods that include paid search, natural search, affiliate marketing, and pay-per-call. All of Apogee Search's solutions are designed to drive qualified, targeted visitors to B2B and B2C websites for more leads, customers, revenues and profits.

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Keywords

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