



FOR IMMEDIATE RELEASE
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IMPACT XM HIRES HEATHER ROSENOW TO LAUNCH ITS NEW GLOBAL BRAND

Toronto, ON – Impact XM announces the addition of Heather Rosenow as Vice President – Sales & Marketing to spearhead the launch of its new global brand through strategic sales and marketing initiatives. As part of the Impact XM executive team, Heather is immediately tasked with the Impact XM brand launch as well as building a development program that nurtures and grows the sales team and their evolving consultative approach to client needs.

In this role Heather will report directly to the President of Impact XM, Jared Pollacco, and she will oversee the new business development, client management and marketing teams.

Heather brings 19 years of industry experience, including serving as Marketing Manager for Exhibitgroup/Giltspur (now GES) and more recently serving in Vice-President roles running Sales, Marketing and Strategic Services at Derse.

"Momentum is powerful. The wealth of experience that Heather brings to our team, especially at this pivotal moment for our organization, will only accelerate our efforts to strengthen the consultative approach of our sales force, proliferate our new brand, and expedite critical marketing initiatives," stated Jared Pollacco, Impact XM President. "I believe that Heather's innovative, results-focused approach will elevate Impact XM's global brand presence and contribute significantly to the company's future growth and expansion."

Heather also dedicates time to our industry through thought leadership to the industry as a speaker and panelist in many forums, including EXHIBITORLIVE. She has been an active member of the CMO Council for 8 years, and serves on the Advisory Board for the ABPM (Association for Briefing Program Managers).

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About Impact XM (www.impact-xm.com)

Impact XM is a global experiential marketing agency that crafts strategic audience engagements by powering brand experiences. Trusted by some of the world's most respected organizations, the agency has a forty-year heritage of insightful strategy, brilliant creative, smart fulfillment and purposeful metrics across business and consumer trade shows, user conferences, event activations and digital engagements. Headquartered in New Jersey, Impact XM maintains locations in Toronto, New Jersey, Las Vegas, San Francisco, Chicago, Sao Paulo and Zurich.

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