



LUMINOS LABS

## For Immediate Release

### Jake DiMare joins Luminos Labs

Luminos Labs has named Jake DiMare as Head of Marketing and Digital Strategy where he will be responsible for increasing revenue from new and existing clients, stewardship of the brand, growth of the marketing function within the agency, positioning, and thought leadership.

Mr. DiMare will expand the firm's impressive record of success in digital commerce by adding digital strategy consulting, improve and increase strategic partnerships, and increase revenue from enterprise buyers of digital commerce, content management, and customer experience management solutions.

"I'm incredibly excited to join the team at Luminos Labs. They were named in Gartner's Digital Commerce vendor guide for 2017 and are known as the go-to team for content and commerce projects within the Episerver partner ecosystem."

Mr. DiMare was most recently the Head of Marketing at Digital Clarity Group, an award-winning research and advisory firm covering the customer experience management industry. Before that, he was the Digital Strategy Director at the Rightpoint Santa Monica office, leading CMS and digital commerce strategy engagements for enterprise B2B and B2C clients including VCA, Brother International, and Delaware North.

Mr. DiMare is a frequent conference speaker and panelist, most recently at Chief Martech 2017 in San Francisco. This November Jake is the opening keynote speaker at JBoye 17, the EU's premier Digital Strategy conference in Denmark from November 7<sup>th</sup> through the 9th.

Luminos Labs is a full-service digital agency specializing in Commerce solutions. Founded in 2010, with 70 colleagues based in Los Angeles and Cluj-Napoca, Romania, their dual-continental approach to design and implementation offers clients a unique mix of quality and efficiency.

Contact:

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Luminos Labs

[www.luminoslabs.com](http://www.luminoslabs.com)