

FOR IMMEDIATE RELEASE
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DATALINE Announces the Hiring of Tom Maddock

Princeton, NJ – DATALINE, a leading compiler of consumer information and modeling services, announces that Tom Maddock has joined DATALINE as Vice President of Business Development.

“We are excited to have Tom join our company”, said Paul Sobel, President and Owner of DATALINE. “As DATALINE continues to grow it is critical that we have executives who have a complete understanding of the many facets of our industry, and Tom brings just that to the table. With over 18 years of experience, Tom has a wealth of knowledge in consumer data, e-mail marketing and marketing analytics, all of which will help to further develop our business.”

Tom comes to DATALINE from American Student List, a marketing information company. As the Vice President of Sales, Tom led the sales and marketing team and worked closely with Euro RSCG Discovery, the CRM and analytics arm of Euro RSCG North America. During his time in the industry, Tom has worked with prestigious brands such as Discover Card, Gillette, Capital One, JPM Chase, and Verizon Wireless.

“I am happy to be part of the DATALINE team,” said Maddock. “We have tremendous database and modeling capabilities that are unmatched in our industry, coupled with a responsive staff that is dedicated to providing the best possible service to our clients.”

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DATALINE, Inc. founded in 2000 by Paul Sobel, is an innovative compiler of consumer information. DATALINE'S products and services include: targeted mailing lists, sales leads, data enhancement and custom modeling.

For further information please contact Sharon McClellan at (609) 452-6014 x104, email us at smcclellan@datalinedata.com, or visit our website at datalinedata.com.

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