



Engauge Digital Names Chad Israel Director of Social Marketing

Agency Taps Digital Pioneer to Lead the Agency's Social Marketing Initiatives

February 23, 2009 (Atlanta, GA) – Engauge, a total marketing solutions agency, has tapped digital pioneer Chad Israel as the agency's Director of Social Marketing. Israel will lead the social and emerging marketing initiatives for Engauge Digital in Atlanta, Georgia.

“Chad is a unique talent who brings a deep understanding of how brands can connect with their customers using social media and move them to action,” said Melissa Read, Ph.D., Engauge Digital's Vice President of Research and Innovation. “He'll oversee our strategic social marketing initiatives, with offerings that include social media outreach, viral marketing campaigns and social media measurement and analysis.”

Regarding his new post, Israel said, “Joining Engauge Digital in this role allows me to drive the strategic vision for our clients and push innovation in the agency as it relates to social and emerging marketing. I'm excited for the challenge, and for the opportunity to directly impact client success by properly leveraging these channels in ways that are right for them.”

Israel's portfolio includes breakthroughs such as launching the first Flash-based RSS aggregator, then leveraging only social media for its promotion. Israel also has enjoyed the limelight of the entertainment world with stints in recording and acting. He worked at MBK Records in New York, where he served as liaison for signer Alicia Keys. He also landed a role as a field operations agent with Kiefer Sutherland's character Jack Bauer in the TV series *24* and as a demon bringer in *Buffy the Vampire Slayer*.

Engauge background: www.engauge.com

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone – to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real impact, and then measuring that interaction and gauging the results. Engauge's three Centers of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, NGK, and Huntington Bank. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando.

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