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## Steve Farr Promoted to Corporate Vice President

*Outsell Promotes Steve Farr to Corporate Vice President in charge of the Campaign Store Digital Marketing Platform*

**Minneapolis, MN, June 17, 2010** – [www.outsell.com](http://www.outsell.com) – Outsell, a leading automotive digital marketing services provider, announced today the promotion of Steve Farr to the position of Corporate Vice President. In his new role, Farr will be overseeing the ongoing development of the Outsell Campaign Store Digital Marketing Platform.

Farr was initially responsible for successfully leading the development of Outsell’s Business Intelligence practice. This practice resulted in the development of Outsell’s Campaign Store platform which gave Outsell the ability to deliver an intensely personal and measurable consumer shopping experience. This platform is currently being piloted with 3 major OEMs.

“Our decision to hire Steve Farr in 2007 gave Outsell a significant advantage over our competitors,” said Mike Wethington, CEO of Outsell. “Steve has the uncanny ability to conceptualize innovative solutions that drive sales and profits for our clients, and then turn those concepts into reality. He has repeatedly led his team to success in a complex product development process. He’s a credit to our organization, and will continue to help lead the way forward.”

“I am looking forward to continuing to grow with Outsell,” said Farr. “With the Campaign Store, Outsell is developing a breakthrough digital marketing platform that hasn’t been seen before in the digital marketing industry- I’m in the exciting position of being able to shepherd along the creation of an innovation that I truly believe is going to make major waves in the market as it’s introduced this year.”

Prior to joining Outsell in 2007, Farr was responsible for leading the Analytics and Optimization practice for Wunderman Team Detroit. In this role, Farr built a team of over 100 analytic and business intelligence professionals, assisting his Ford, Lincoln and Mercury clients in developing and optimizing marketing strategies that drive superior, measurable results across direct and digital marketing channels. He has also previously served as an Analytic Consultant for R.L Polk, where he developed data driven strategies for clients including Chevrolet, GMC, Buick, VW, Chrysler and Saturn; as Manager of Customer Strategy for Renaissance Credit Services, where his group developed the information-based targeting strategies for all customer communications; as a marketing and risk analyst for GE Capital Card Services in Cincinnati.

### About Outsell LLC

Outsell ([www.outsell.com](http://www.outsell.com)) is a digital marketing services firm that helps market leaders effectively engage consumers. We build and execute intelligent, data-driven digital marketing campaigns that change consumer perceptions, drive incremental measurable sales and deliver more revenue per ad dollar spent.

**Outsell** *The Intelligent Marketing Company*™

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