

Meredith Xcelerated Marketing Names Kristi D. VandenBosch SVP/Chief Digital Officer

Former CEO, Hal Riney and Publicis Modem to Lead Digital Practice Area

NEW YORK, N.Y. (October 11, 2012) -- Meredith Xcelerated Marketing (www.MXM.com), Meredith Corporation's (NYSE:MDP; www.meredith.com) global customer engagement agency, announced today that it has named Kristi D. VandenBosch as SVP/Chief Digital Officer, a new position.

One of the digital marketing and advertising industry's most well-respected leaders, VandenBosch will be responsible for overseeing all aspects of MXM's extensive digital practice, with special emphasis on expanding its client base. VandenBosch will be based in MXM's Los Angeles office and will report directly to Briggs Ferguson, Chief Operating Officer.

MXM transforms content, data analytics, social and mobile marketing into insights and innovation to drive customer engagement and create brand experiences that give clients a competitive edge.

"Kristi is one of the most respected and innovative leaders in the digital marketing arena," said MXM Executive Vice President David Brown. "Her deep knowledge and expertise in areas such as automotive, packaged goods, consumer electronics, technology and fashion will be extremely valuable in helping us attract both clients and talent."

VandenBosch joined Riney in 2009, becoming one of the first CEOs of a traditional advertising agency drawn from a non-traditional background. Her experience includes leading a regional network for TBWA Worldwide; as North American President of digital agency TEQUILA; and Managing Director tenures at both Omnicom's Direct Partners and Draft Worldwide. Her multi-faceted background has led to roles on global marketing teams for Nissan, Infiniti, Sony and Pioneer. VandenBosch spent the first decade of her career in agency creative departments, eventually rising to become Executive Vice President, Creative Director at Harris Marketing Group in Birmingham, Michigan, an agency specializing in marketing to women.

VandenBosch earned her MBA from DePaul University's Kellstadt School of Business in Chicago, and undergraduate degrees in Advertising Management from DePaul and Technical Illustration/Commercial Art from Ferris State University. She served on the board of directors of NeoEdge, a technology company specializing in the casual gaming space, and is a member of the advisory board for Involver, which develops social networking applications for marketers on the Facebook and Google+ platforms.

VandenBosch works with a number of universities, as well as the American Association of Advertising Agencies, on integrated marketing education programs. She also acts as a mentor for the start-up accelerator StartEngine, providing strategic consulting to Los Angeles-based technology entrepreneurs.

VandenBosch is an advisor and contributor to DAME magazine (www.damemagazine.com), and currently serves on the Board of Directors of the American Lung Association in California.

About Meredith Xcelerated Marketing

Meredith Xcelerated Marketing's heritage lies in its more than 40 years of experience in creating custom programs and customer relationship marketing platforms. What began as Meredith Publishing Services in the 1970s has evolved into a global full-service agency creating powerful marketing solutions for many of the nation's top brands and companies, including Lowe's, Kraft and Chrysler. MXM has significantly added to its marketing solution capabilities in recent years through the acquisition of cutting-edge companies in areas such as digital, mobile, video, database, healthcare and social marketing. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies.

In addition to the iris investment, over the past five years MXM has added expanded marketing capabilities in key areas with the acquisition of leading agencies including The Hyperfactory (mobile), Genex (digital), New Media Strategies (social media), Directive (database analytics) and BIG Communications (healthcare). MXM now has more than 700 employees and works with more than 50 brands. Visit www.MXM.com for more information.

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