

FOR IMMEDIATE RELEASE

April 25, 2012

Media Contact:

Lisa Doerner
(585) 330-9797

Digital Rochester Presents a Marketing & IT Integration Panel

Marketing & IT: Friends with Digital Benefits

(Rochester, NY): Digital Rochester will present a panel discussion on the changing dynamic between marketing and information technology. Chief Technology Officers, Chief Marketing Officers and their respective departments occupy different spaces in the corporate world and in the past, rarely needed to interact. But now that technology is ever-present in all areas of business, there is a need for marketing and technology departments to work together.

On Thursday, May 10 a panel of technology and marketing executives will discuss their working relationships, how to foster growth from those relationships, how they are best maintained, and the challenges they face in their industry and organizations. The event will take place from 5:30-7:30pm at the Midtown Athletic Club Paddle Hut. Tickets are \$20 for Digital Rochester supporting members, \$25 for non members and can be purchased from the [Digital Rochester registration page](#). Light snacks will be provided and a cash bar will be available.

The Panel

From **Brand Networks**:

Mike Garsin, CTO & Founding Partner and

Beth Kribs-LaPierre, Director of Social Intelligence + Analytics

From **The Bonadio Group**:

Nick Cozzolino, Director of IT and

Rebecca Povio, Director of Marketing

From **EarthLink**:

Brian Fink, CTO and

Mike Fuqua, CMO

###

About Digital Rochester:

Digital Rochester was founded in 2000 and is made up of professionals and companies working together to strengthen the Greater Rochester Area's technology business community. DR events and community services include a wide array of educational and networking activities designed to support the growth and success of the Rochester business community.

In 2010, the organization grew with the inclusion of the Association for Women in Computing (AWC) and eBusiness Association (eBA). In 2012, DR entered into a strategic alliance with Greater Rochester Enterprise (GRE). This alliance will enhance DR's ability to support the Greater Rochester Region's business community.