

# Washingtonian Magazine Names New Media Strategies CEO Pete Snyder "Tech Titan" for Second Time

ARLINGTON, Va., May 9, 2011 **PRNewswire/** -- For the second time, Pete Snyder, the founder and CEO of New Media Strategies, has been named one of the "Top Tech Titans" by Washingtonian Magazine.

Snyder was highlighted as one of the leading tech entrepreneurs by the publication. New Media Strategies, a Meredith Integrated Marketing agency, is the industry pioneer and market leader in social media marketing and measurement, and has been "singled out for its success by Virginia governor Bob McDonnell," Washingtonian noted.

Snyder is joined on the list by such business luminaries as Capitals owner Ted Leonsis, LivingSocial's Tim O'Shaughnessy, Revolution CEO Steve Case and Senator Mark Warner. "It's an honor to be included alongside some of my heroes in the business and technology fields," said Snyder. "A special thanks to Garrett Graff and Washingtonian Magazine for all they do to help to promote our region's economy and all of the incredible innovation happening right here in Virginia, as well as in The District and Maryland. There is a reason we are on the rise."

Pete Snyder, a former pollster, founded New Media Strategies in 1999. Under Snyder's leadership, New Media Strategies was named one of the fastest growing companies in America for three years in a row and was twice honored as one of the "Best Places to Work" by Washingtonian Magazine.

Additionally, Snyder was named the Fortune Small Business "Best Boss" in 2006. In 2007, New Media Strategies was acquired by Meredith Corporation, the leading media and marketing company serving American women, and operates as part of Meredith Integrated Marketing, the company's full-service direct and digital marketing agency. Advertising Age named Meredith Integrated Marketing to its Agency A-List 10 To Watch in 2011. Snyder continues to lead New Media Strategies as CEO and was named President of Emerging Markets Group for Meredith Integrated Marketing in November 2010.

The May 2011 Issue of Washingtonian is on newsstands now and available online <http://www.washingtonian.com/articles/people/19168.html>

## **About New Media Strategies**

New Media Strategies has a record unmatched by any other firm: more than 1,800 social media marketing campaigns for 80 different industries; unparalleled experience giving clients a distinct competitive advantage in the marketplace.

Founded in 1999 by former pollster Pete Snyder, named one of the Best Bosses in America by Fortune Small Business, New Media Strategies has played a leading role in defining social media marketing, metrics and best practices. With more than 120 full time employees, NMS' core competencies include social media marketing, corporate blogger engagement, brand protection, issue advocacy, online intelligence, and organizational training. NMS specializes in many verticals including entertainment, health and beauty, sports, automotive, consumer packaged goods, retail, travel, technology, and public affairs.

Based in Arlington, Virginia, New Media Strategies has been heralded as a "pioneer in consumer communications" by the Washington Post. NMS' influence on the industry has even changed the jargon of Web 2.0 according to Wired Magazine. New Media Strategies was acquired by Meredith Corporation in 2007 and operates within Meredith Integrated Marketing (MIM), the company's full-service direct and digital marketing agency.

## **About Meredith Integrated Marketing**

Meredith Integrated Marketing (MIM) is a full-service direct and digital marketing agency with a unique Publishing/Agency Model approach. MIM has more than 700 employees across the United States, and more than 40 years of experience in creating custom Content and Customer Relationship Marketing platforms. Backed by parent company Meredith Corporation, MIM has an ideal infrastructure, with insights, analytics, digital and social media expertise all in-house and bundled with deep consumer communications development knowledge. The Publishing/Agency Model enables MIM to offer unique consumer insights to clients. This allows the creation of compelling content, resulting in deeper consumer engagement and higher returns on client marketing investments.

Meredith Integrated Marketing's proven approach is to acquire the best-in-class specialty agencies to deliver the most relevant services which clients demand. Evidence of this approach are the acquisitions of O'Grady Meyers, Genex, New Media Strategies, Directive, Big Communications and most recently, The Hyperfactory. MIM's umbrella strategy to integrate these agencies under one roof to seamlessly interact with clients continues to pay dividends for Meredith and clients.

SOURCE New Media Strategies

For further information: Anne Schroeder Mullins, +1-202-731-1992, [anne@amullins.com](mailto:anne@amullins.com), for New Media Strategies; or Patrick Taylor, Vice President of National Media Group Communications, +1-212-551-6984, [Patrick.taylor@meredith.com](mailto:Patrick.taylor@meredith.com), for New Media Strategies

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