

# Imani Greene Named Vice President of Media at New Media Strategies

## Media veteran and former Ogilvy executive joins the firm to expand offerings

ARLINGTON, Va., March 13, 2012 [PRNewswire](#)/ -- Imani Greene, former executive at Ogilvy Washington, has joined New Media Strategies (NMS) as Vice President/ Media, General Manager Jack Macleod announced today.

"We are delighted that Imani has joined the New Media Strategies team," said Macleod. "Since our inception in 1999, our expertise in social media marketing and insights has brought great value to our clients. That expertise is not limited to earned and owned media, but applies to traditional media as well. Imani's knowledge and experience will enable highly innovative strategies that build, sustain and optimize online community engagement, and deliver more holistic integrated solutions for our clients."

Greene's background positions her well for her move to NMS. She was hired by Ogilvy in 2002 to launch a paid media offering that supported the advertising needs of its PR clients. Over her 10-year tenure, she helped win and manage more than \$70 million of media buys for corporate, non-profit and public organizations. Prior to Ogilvy, Greene spent nearly 10 years at ad agencies, including McCann-Erickson and Saatchi & Saatchi. She has won several awards for her work, including Mediaweek's Media Plan of the Year for Smith Barney.

"I am thrilled to be joining an agency of this caliber at such an exciting time for the business," said Greene. "Building a robust media offering to support the stellar client portfolio of New Media Strategies was an opportunity I just couldn't resist. The social media landscape is incredibly dynamic and wide open for innovation, particularly as lines continue to blur between digital and social."

With annual spending on social media marketing exceeding \$3 billion and 70 percent of large corporations planning to increase their social media budget by more than 10 percent in 2012, brands are increasingly looking to outside agencies for support in directly targeting consumers based on their social graph, according to Macleod.

"In total, worldwide social network spending is expected to reach almost \$6 billion this year. Imani's insight will be instrumental as we pursue that business," he added.

### **ABOUT NEW MEDIA STRATEGIES**

New Media Strategies (NMS) is the world's first and largest social media marketing agency. With an unparalleled track record implementing strategies that drive results for Fortune 500 marketers, NMS has played a leading role in defining social media marketing, metrics and best practices. Heralded as a "pioneer in consumer communications" by the Washington Post, NMS was named to Inc's "500 Fastest Growing Companies" three years in a row. NMS was acquired by Meredith Corporation in 2007 and operates within Meredith Xcelerated Marketing (MXM), the company's full-service digital and customer relationship marketing agency, named to Ad Age's Agency A-List in 2011. To learn more, visit [www.nms.com](http://www.nms.com) or on Twitter @nmsosphere.

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