

# Meredith Xcelerated Marketing Names Jeff Anulewicz Executive Director of Mobile Strategy

**NEW YORK, N.Y. (DECEMBER 18, 2012)**– Meredith Xcelerated Marketing (MXM), Meredith Corporation's (NYSE:MDP, [www.meredith.com](http://www.meredith.com)) global customer engagement agency, today announced that it has named Jeff Anulewicz as Executive Director of Mobile Strategy of MXM'S Mobile Practice, The Hyperfactory.

In this new role, Anulewicz will be responsible for helping MXM's clients develop strategic plans to achieve their mobile marketing goals. In particular, he will focus on creating innovative strategies and mobile solutions that elevate and build brands in today's highly competitive marketplace. Anulewicz will oversee the teams working in the strategy and analytics areas to help drive product innovation and consulting services.

"As clients become savvier and competition more diverse, the ability to diagnose and define proper uses of mobile marketing has become more critical than ever," says Douglas Rozen, SVP, General Manager, MXM's Mobile Practice, The Hyperfactory. "Jeff brings an incredible depth of experience in working with top tier clients who understand that creating an effective strategy behind their mobile marketing plans is essential for brand growth."

Anulewicz joins MXM with over 15 years of experience in the area integrating emerging technology with marketing. His background includes overseeing and launching the mobile marketing practice for Carlson Marketing, where he devised an industry-first mobile segmentation. At Carlson, Anulewicz worked with such well-known clients as Coca-Cola, Oracle, General Motors, Ford and Microsoft. He also co-developed a patent-pending mobile redemption offering for customer loyalty on mobile phones.

Anulewicz has also served as the Director of Mobile Business Strategy at Compuware, where he was responsible for the transformation of Compuware's mobile development organization into a leading strategic consultation practice working with a broad range of Fortune 500 clients.

Anulewicz is a graduate of Michigan State University.

## **About MXM:**

MXM's heritage lies in its more than 40 years of experience in creating custom content and customer relationship marketing platforms. MXM has now evolved into Meredith Corporation's (NYSE:MDP; [www.meredith.com](http://www.meredith.com)) full-service, global customer engagement agency creating powerful marketing solutions for many of the nation's top brands and companies, including Kraft and Chrysler.

In recent years, MXM has significantly expanded its marketing solution capabilities through the acquisition of leading companies specializing in mobile, digital, social media, database analytics and healthcare. In October 2011, MXM announced a strategic investment in London-based iris worldwide, one of the world's most successful international marketing agencies. MXM now has more than 700 employees and works with more than 150 clients. Visit [MXM.com](http://MXM.com) for more information.

Established in 2001, MXM's Mobile Practice, The Hyperfactory is one of the most awarded, full-service mobile marketing agencies in the world. The Hyperfactory has received many prestigious industry honors over the years including being named iMedia's Best Mobile Agency 2011 and one of AdAge's top 15 Mobile Agencies of 2012.

## **Contacts:**

Patrick Taylor / 212.551.6984 / [patrick.taylor@meredith.com](mailto:patrick.taylor@meredith.com); @primetimeprguy

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