

## Potter Joins Myriad

Toronto-based Myriad Marketing Inc. is pleased to announce the addition of Kate Potter to the senior management team.

In her new position as Director, Customer Intelligence Strategies, she will lead the construction and advance of customer best practices and toolsets to turn data capture, lead generation and analytics (a Web-based tool for analyzing market activity) into measurable results, utilizing MYRIAD's proprietary Closed Loop Marketing approach and Ingenuity™ software application.



**Kate Potter**

Kate begins her MYRIAD tenure with a three-month in-house phase at Hewlett-Packard Canada, to aid in the development and support of HP's Corporate Brand and Enterprise Marketing Communication's Customer Intelligence initiatives. From her previous role, Kate brings an extensive background in marketing, measurement, and the development of B2B and B2C collaborative customer acquisition and retention programs for Fortune 500 companies including TELUS, Molson, Benson & Hedges, and FirstEnergy. Kate's passion for measurement also has its roots in 17 years of media buying, contract acquisition, and sponsorship, in senior-level marketing roles with Labatt Breweries of Canada and Coca-Cola Ltd.

Chris McCarten, Myriad Marketing Inc. president and CEO, says, "Kate's appointment is the next step in the evolution of MYRIAD's service offering of accumulating and evaluating customer intelligence data through tactical marketing activities. She shares our passion for relationships, especially those between our clients and their customers.