



Intelisent Adds John Whittington to WebTrack Team to Accelerate Growth

Newington, Conn. – August 19, 2019 – Intelisent, a full-service marketing agency and data analytics company, is pleased to announce that John Whittington has joined the team as Senior Manager, Business Solutions effective August 26th. The former Time Inc. (now Meredith Corp.) Director brings extensive business solutions experience to Intelisent in support of Intelisent’s major growth initiatives.

“We are thrilled to have John join one of the strongest postal marketing teams in the industry. Intelisent continues to invest in outstanding people, like John, as well as innovative technology solutions, like WebTrack, to remain a leader in direct mail marketing,” stated Mark Mandell, President and CEO of Intelisent.

For 25 years, John was part of Time Inc. and its subsidiary Time Customer Service, departing as their Director of Postal Operations & Affairs. He spent the last dozen years working in all aspects of the communications supply chain including postal affairs and compliance, operations, address quality, payment, and process improvement. John also spent over a decade as a leader in the training department, focused on implementing many new initiatives for the company, working with clients, and the training and development of employees.

Intelisent has experienced tremendous growth in each of its three successful lines of business, including the WebTrack platform led by Todd Black. “John will help us better service our existing clients and will support solutions to accelerate our phenomenal growth with prospects,” said Black. “Today’s world is all about impactful, integrated solutions - which is why I am so happy to have John join the team in his new role.”

When asked about the new solutions role, Whittington commented: “Coming from the client side, it’s been remarkable observing the growth of Intelisent and how they respond so quickly to customer needs. In this fast-changing environment being adaptable is key. I am eager to contribute to the further growth of the company and the success of its clients. I’m excited to be part of the Intelisent team.”

About Intelisent

Intelisent is a full-service marketing agency that helps clients develop, build, launch and optimize direct marketing campaigns. Specializing in marketing solutions for highly regulated, complex industries such as banking, finance, retirement, insurance, healthcare and telecom, Intelisent drives outstanding results for marketing organizations by applying its expertise in data science, campaign strategy, creative development, production execution and marketing operations. In recognition of its data-driven, hands-on marketing expertise, Intelisent has earned the respect of its clients and a number of prestigious awards, including most recently *CIO Magazine’s* 2019 “10 Most Promising Digital Marketing Consulting/Services Companies.”