



**CONTACT**

Name: Amanda Miller  
Company: Marketing Informatics, Inc.  
Voice Phone Number: 317.788.4440  
Email Address: Amanda.miller@marketinginformatics.com

**Marketing Informatics Initiates Program for  
Development of Human and Intellectual Capital**

*Program a first for growing company*

**INDIANAPOLIS, Indiana – October 29, 2007** – Thriving companies know that although revenue and profit pay the bills, without a fully supported internal team, you might as well forget long-term success.

Marketing Informatics (Mi), a local direct marketing company recently recognized for its fast growth, realized this and turned its attention inside. It created a companywide program with the intent of developing both its human and intellectual capital.

“When we were a small organization of under 20 employees, we were able to function without a dedicated person to handle employee needs,” said Bob Massie, owner and CEO. “But with our tremendous growth over the last few years, our team has exponentially increased. Our employee needs have increased as a result, and it’s time we took our internal support to the next level.”

A search for the perfect candidate was in progress when he realized that the company already had the right person on its team.

Jim Coryell, head of the market research division, expressed interest in the position and went through the same rigorous interview process as other candidates. Massie named him director of human and intellectual capital shortly thereafter. Coryell feels his six years on the Mi team give him an advantage.

“I know most of the employees here and have worked directly with many of them,” Coryell said. “I understand our culture because I have personally lived it. I lived it when we were a much smaller organization, and I lived it through our rapid growth to the point where we are today.”

Coryell’s main goal is to foster an environment where employees are provided with the tools, resources and opportunities they need. His first task will be to clearly define a list of success factors, as well as roles and responsibilities for every position in the company. Each person will then have a clear understanding of his or her role and how that has a direct impact on the company’s vision and success.

“People like being held accountable,” he said, “but only when they know what that takes. When we define that, our clients will see an even greater increase in our level of customer service.”

His vacant role in market research will be covered internally, as well. Schuyler Wareham recently returned to Mi after 18 months on the client side, which gave him a greater understanding of client needs and expectations.

more



Coryell is confident in Wareham's abilities to ease the transition for Mi's existing clients. "I will miss working directly with clients and vendors, but Schuyler's return definitely helps. I am completely confident that he has the skills to maintain and further develop our competencies in research and data analytics."

Coryell is excited about the potential this new initiative provides for Mi. "I'm looking forward to positively impacting our most important asset – our people – and providing them with structure, accountability and resources to help them succeed. If I can be successful in that respect, it will impact our service to our clients. I'm greatly looking forward to that."

###

#### **About Marketing Informatics**

Marketing Informatics was founded in 1987 as a consulting practice specializing in direct marketing. Now a multi-million dollar full-service direct marketing company, Marketing Informatics is committed to being a leader and innovator in its industry. Continuously striving for excellent financial and operating results while adhering to the highest standards of business practices, its outstanding modern direct marketing approach has created 1,093.9% growth in three years, catapulting its 15 employees in 2003 to 80 today. For more information, contact Amanda Miller at (317) 788-4440 or visit the company's Web site at [www.marketinginformatics.com](http://www.marketinginformatics.com).