

Will Rose joins Catalina Marketing as Executive Director of New Business Development and Marketing. Will brings more than 20 years of experience in corporate marketing with a strong expertise in re-branding, e-marketing and consumer acquisition strategies and will be a welcome addition to the staff at Catalina. Catalina is a 25 year old company that operates one of the world's largest consumer transaction databases and uses this incredible asset to create industry leading promotional campaigns for their Consumer Product Mfg and retail partners. Catalina is a global enterprise with offices in Asia as well as Europe.

Prior to joining Catalina, Will was Vice President of Marketing for Idimension, Inc., a technology company specializing in electronic corporate communication strategies, where he managed the business development and new client acquisition efforts. In his first six months, Will increased the firm's communication consulting revenues by 15% and diversified their client base adding contracts from several Fortune 500 subsidiaries. He was also instrumental in developing penetration strategies for non-traditional sectors such as legal and banking industries.

From 1999 through 2006, Will served in numerous marketing positions for several Emerson Electric companies including Vice President of Marketing for Knaack Manufacturing and Director of Product Development and Internet Marketing for ClosetMaid. In these rolls Will managed teams of Product Managers, Marketing Managers, Internet Marketers as well as Design Engineers. In addition, Will directed several teams sponsored by Emerson that explored non-tradition start-up opportunities such as an industry first software development program as well as an internationally based, multi-division call center. Will was responsible for several product related patents as well as internet process patents being granted to Emerson.

Previous to this, Will held various positions with Fortune 500 consumer product companies such as Duracell and Quaker Oats.

Will Rose holds a Master of Business Administration degree with a Bachelor of Science degree in Marketing. He is conversant in French and has traveled extensively in Europe as well as Asia and Central America. He is an active committee member for Tampa Bay Technology Forum, one of Florida's largest technology associations, and has been a sought after public speaker most recently as a panel expert speaking on lead generation activities.