FOR IMMEDIATE RELEASE

Innis Maggiore Adds Two Sitecore-Certified Developers

CANTON, Ohio (Feb. 16, 2016) — Innis Maggiore, the nation's leading advertising agency in the practice of positioning, announced today that two web developers were certified on Sitecore 8®. Dave Collins and Paul Elling, both senior web developers, attended a four-day training course on the system, prior to completing the Sitecore-certified developer exam.

With these certifications, Innis Maggiore now has three Sitecore 8-certified developers on staff, with Collins and Elling joining Senior Web Developer Jason Sypolt who was certified last year.

“In the ever-changing world of web marketing, it’s critical to continually advance the knowledge and certification levels of our web team,” said Mark Vandegrift, principal web and digital services. “Sitecore 8 has moved personalized content, user profiling, lead-scoring and other digital marketing automation functionality to the forefront, and as we continue to build enterprise-level client web properties, it is but one more tool we have at our disposal. Clients are engaging us more every day for development of mobile and web-based apps, software-as-a-service (SaaS) and integrated digital marketing platforms. Certifications are necessary to remain a leader in these spaces.”

The agency's web team also holds additional certifications in Magento, Silverstripe and various Microsoft technologies.

Innis Maggiore Group is the nation's leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2015 capitalized billings of more than $23 million. Key clients include Alcoa, AultCare, Aultman Hospital, Bank of America, Campbell Oil/BellStores, FSBO, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Kendall House/KFC, Nickles Bakery and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com).

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Innis Maggiore, the nation’s leading advertising agency in the practice of positioning, announced that two senior web developers, Dave Collins (left) and Paul Elling (right), were certified on Sitecore 8®. With these certifications, Innis Maggiore now has three Sitecore 8-certified developers on staff.