FOR IMMEDIATE RELEASE

**Leading Northeast Ohio Advertising Agency
Adds Elite Certification to Web Credentials**

CANTON, Ohio (Oct. 16, 2013) — Innis Maggiore, the nation’s leading advertising agency in the practice of positioning, today announced one of their web programmers attained a very elite certification on the Magento e-commerce platform. Jason Sypolt, senior web programmer at the agency, earned a Magento Certified Developer Plus certification, one of only seven to do so in the state of Ohio (at time of publication).

Magento is one of the primary offerings within the X.commerce platform owned by eBay. More than 200,000 online stores use Magento for their e-commerce platform. Certification on Magento is currently very rare (only 19 total programmers in Ohio have been certified on the platform at time of publication), and “Plus” certification is rarer still.



“This puts Jason and our web team in very special company,” stated Mark Vandegrift, principal, web and digital services. “We are always working to advance our web and interactive capabilities because the world of web changes daily. This certification, along with the previous ones our team has achieved, assures our clients that they are working with the top web talent in the state.”

The agency web team holds certifications beyond Magento, including Microsoft, Sitecore, Silverstripe, and Sitefinity. The agency also has a premium partner relationship with several web platforms, including Sitecore, Sitefinity, Silverstripe, ExactTarget, and Magento. The partnership relationship means that certain agency staff has been trained on the respective platforms and the agency as a whole has met certain criteria to achieve the partnership designation.

Vandegrift noted, “We have to be responsive to our clients’ business, sales and marketing challenges. With anything from Fortune 100 to single proprietor clients, it’s important to offer digital solutions that meet our clients’ needs. Sometimes we need enterprise-level platforms, and other times the strategy calls for robust open-source solutions. The business need has to dictate the solution. If it means learning something new to make a client successful, then that’s what our associates are enabled to do. Jason is a perfect example of taking initiative to keep us out front of the technology curve.”

Innis Maggiore 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 2012 capitalized billings of more than $26 million. Key clients include Alside, AultCare, Aultman Hospital, Bank of America, Chesapeake Energy, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Nickles Bakery, RTI International Metals 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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