



## **Atlanta Based Campaign Mojo Announces Richard Dionne as President**

*Campaign Mojo, LLC (www.CampaignMojo.com) announced this month that Richard Dionne has been named President, the nation's only complete Software Campaign Management System.*

Atlanta, GA, June 18, 2008 --(PR.com)-- Dionne had been consulting with Campaign Mojo earlier this year and had been charged with expanding the business model. Dionne has an extensive background in sales, marketing in healthcare along with direct marketing spanning more than fifteen years. He has held senior executive positions with several premier organizations. His previous position with International Holding Company of California included senior vice president/general manager of three different operating divisions, including RFID Technology for the healthcare market.

Now Dionne's role will be to build Campaign Mojo through a national expansion into new verticals. "We're very pleased with Rick's accomplishments over the last several months and know that he will continue to deliver growth and service excellence in the marketplace," said Robert Kelley, founder and CEO "Rick's senior management background with major multi-million dollar companies and his focus on service delivery, process improvement have become major assets to Campaign Mojo, and to our customers."

### **About Campaign Mojo, LLC**

Since 2006, Campaign Mojo has been delivering a wide range of campaign management software solutions to, resellers, business partners and healthcare professionals. Campaign Mojo specialize in a software campaign management track reporting. The simple to read marketing dashboards are at forefront of marketing technology. From easy to use eNewsletter to the more sophisticated online print editor offering Personalized URL technology, with automated fulfillment. Now advertising dollars are tracked and more importantly, measured for effectiveness. This Web-based, fully integrated system helps its clients to easily and cost-effectively develop, implement and manage marketing programs.

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