

Creative Match – 28th February 2009

The screenshot shows the creative match website interface. At the top, there is a navigation menu with links for HOME, DIRECTORY, NEWS, JOBS, CVS, WEB SEARCH, FLAIR, TRAINING, FORUM, BLOGS, and PORTFOLIOS. Below the navigation, there is a search bar and a sidebar with various options like 'Membership benefits', 'Advertise jobs & search CVs FREE', 'Publish enhanced news/PR', 'Discounts on training courses & more', 'Publish unlimited portfolio', and 'Upgrade NOW!'. The main content area features a news article with the following details:

RESULTS INTERNATIONAL GROUP CREATES DIGITAL DREAM TEAM

Results International Group, corporate finance specialists and consultants to the marketing communications and new media industries has created a digital taskforce. Results has assembled a global team of professionals, including several new hires, who between them, have expertise across the entire digital marketing industry.

A portrait of a man in a suit is shown below the headline.

The firm will now offer its expert advisory services beyond its core client base of integrated and specialist marketing communications firms, including digital agencies, to businesses operating in specialist and emerging digital sectors. These include ad technology, performance marketing, data/web analytics, mobile marketing, social media marketing, online video gaming and digital content driven businesses among others.

With this new initiative, Results combines extensive traditional and new media knowledge. The firm is uniquely positioned to advise on and create alliances and synergies between companies across disciplines, whether off or online, and across geographical borders, to create value for all parties.

Mike Pitts, Results CEO International and Damian Ryan, Results Partner, both members of the digital taskforce comment: *"There is a wealth of innovative and entrepreneurial companies populating the digital sector. Our aim is to help such companies flourish, even in the face of the challenges posed by current economic uncertainty and the growing pains traditionally felt by new sectors."*

*"Whether it be helping a business build on its strength in the ever expanding search optimization and marketing segments (e.g. *Crossing/3GNet), realising value for a multi-channel data aggregator (CDMS / *Transacts), bringing sophisticated digital marketing capabilities to an integrated marketing firm (e.g. Engine/*DC Interact), or combining an online media planning business with a global publisher (Lagardere / *Acceleration Media), we have assembled some of the very best digital experts who have the knowledge to identify transactions and provide solutions that will help shape the digital economy going forward."*

Supporting Mike and Damian, members of the digital task force include existing Results personnel: senior partner Andy Collins, partner and head of consulting Caroline Johnson and senior consultant Sara Fielding.

- Results has also brought in new talent for its digital taskforce operating from offices spanning the globe. These include:
- Arne Toedt (a corporate finance expert and who in recent years has successfully advised owners of German digital marketing agencies on the cross-border sale of their businesses)
 - Arne Myhre (former Framfab board member and instrumental in the launch of a range of internet ventures across Europe).
 - Lori Murphee (ex Grant Thornton and Silicon Valley Bank)

*Results has advised asterisked parties above

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