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Barbari Griesse and Sandra J. Smith Join The AIM Group as Consultants and Business Development Managers

Global Media Consulting, Research and Publishing Firm Names Industry Veterans to Its Classified Intelligence Division

ALTAMONTE SPRINGS, Fla.--([BUSINESS WIRE](#))--Two seasoned veterans of the publishing and interactive-media industries have joined Classified Intelligence and the AIM Group as consultants to serve the groups' newspaper, broadcast and dot-com clients, founding principal Peter M. Zollman announced today.

Barbari Griesse and Sandra J. Smith have joined the Classified Intelligence division of the AIM Group (formally, the Advanced Interactive Media Group, LLC) as consultants and business development managers. They will join Shannon Kinney, senior consultant and sales and marketing director, working with clients on a wide range of consulting projects. They will also contribute regularly to the group's highly regarded Classified Intelligence Report, a bi-weekly industry resource providing executives with information on current trends, new products, services, and technology along with news analysis. Griesse and Smith will also have business development responsibility.

"We're extremely pleased to have Barbari and Sandra join our team," Zollman said. "They add significant depth to the group, and can help us deliver practical and profitable solutions to our clients. They bring great experience that will help us keep up with demand for our published works and consulting services as we continue to grow."

About Barbari Griesse

Griesse's experience includes senior level roles in general management, sales and sales training at Thomson Newspapers, part of Thomson Corp., one of the world's largest information companies. She also served as a consultant for KPMG, specializing in customer relationship management. She is a graduate of Slippery Rock University of Pennsylvania with a BA in Communications. Griesse currently owns and operates a sales training company near Columbus, Ohio.

About Sandra J. Smith

Smith joins the AIM Group after serving as a Senior Director of Classified Advertising at Freedom Interactive, part of the Freedom Communications information and entertainment company. Smith was previously Director of Real Estate Advertising at Knight-Ridder and held senior-level advertising positions at the Los Angeles Times. She graduated from California State University, Northridge with a BA in Journalism, and also holds an MBA from the University of Southern California's Marshall School of Business. Smith



will continue to be based in Southern California.

About The AIM Group

The AIM Group, formally known as the Advanced Interactive Media Group LLC, is a global virtual team of consultants in interactive and traditional media, founded by internationally known industry analyst [Peter M. Zollman](#).

The firm works with newspapers, dot-coms, broadcasters, ASPs, software vendors and corporate clients to help develop successful interactive-media services. Its focus is the intersection of interactive media and traditional media.

For more information call 407-788-2780 or visit www.aimgroup.com.

About Classified Intelligence

Classified Intelligence is the world's leading consultancy in the classified advertising field, working with leading media companies, dot-coms, yellow-page publishers and broadcasters. A division of the AIM Group, it publishes a continuous advisory service, "Classified Intelligence Report," that focuses on industry news, company profiles, technology, trends, and new products and services.

The division also provides proprietary and published research about interactive classifieds; offers strategic and tactical workshops and planning services. Founded in 1998, CI has a global team of analysts and serves leading publishers worldwide.

For more information call 407-788-2780 or visit www.ClassifiedIntelligence.com.

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