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Biz360 Names Darian Shimy Vice President of Technology

eHarmony Executive Joins Leading Information Services Company

SAN MATEO, CA--(Marketwire - June 9, 2008) - Biz360® Inc., the leading provider of media and market intelligence solutions, announced the appointment of Darian Shimy as vice president of technology. He joins the company from eHarmony, where he was vice president of technology.

Shimy has more than 15 years of web-based technology experience with an emphasis on the development of advanced social-networking applications. At eHarmony, he was instrumental in the design and development of the company into a successful web destination that redefined online dating as a 'trusted relationship service.' eHarmony now supports more than 20 million customers and five billion page views per year.

Before eHarmony, Shimy was technical director and senior enterprise architect at SOA Software, a developer of web-based service software for clients that include Charles Schwab and 24-Hour Fitness.

He has a bachelor's degree in computer science from California State University, Northridge and a master's degree in computer science from the University of Southern California.

"Darian was our top choice for this position because of his strong technical background and leadership experience," said Brad Brodigan, CEO of Biz360. "We're fortunate to have someone of his caliber take over leadership of our technology group. We know Darian's experience with scalability and social communities will be a tremendous asset as we grow our business."

"Working at Biz360 will be a great opportunity to apply my background in architecting and deploying web-based services to the business intelligence and research measurement sector," said Darian Shimy. "I look forward to working with the talented development team at Biz360 to achieve the company's technical and business goals."

About Biz360

Biz360 delivers media and market intelligence solutions to Global 2000 business decision makers, providing them with a 360-degree view of their marketplace. The company gathers and analyzes a vast amount of traditional and social media about an organization, its brands, its competitors and its products to deliver real-time insights that help its clients shape market perception, respond to competitive threats, evaluate trends and issues and improve the return on their marketing investments. Biz360's clients include AAA, Aetna, AstraZeneca and Sun Microsystems. Biz360 can be reached at 866.424.9360 or www.biz360.com.



[Darian Shimy, VP Technology, Biz360 Inc.](#)

Contact
Tim Cox
ZingPR
(650) 369-7784
[Email Contact](#)

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