



Maria Geokezas Joins Heinz Marketing LLC as Account Director

Marketing veteran brings more than 15 years of customer acquisition, retention and loyalty marketing experience

KIRKLAND, Wash. - Nov 9, 2009 - Heinz Marketing LLC announced today that Maria Geokezas has joined the firm as Account Director. In her new role, Geokezas will focus on developing and executing sales & marketing strategies for new clients across North America.

Maria comes with more than 15 years of experience building B2C and B2B marketing programs for brands such as Washington Mutual, REI, Harley Davidson, Homestreet Bank and more. She has overseen every step of the customer lifecycle and managed multi-level and multi-channel marketing campaigns, delivering quantifiable results in cost per acquisition, customer lifetime value and marketing ROI.

"Maria's experience, focus and results-oriented approach will be an asset to current and new clients alike," said Matt Heinz, principal for Heinz Marketing LLC. "Her ability to understand and mobilize customers will have an immediate impact for businesses as they plan for growth in 2010."

Geokezas helped Harley-Davidson launch their popular co-branded rewards card, oversaw the REI membership program, and expanded the customer base of companies such as HomeStreet Bank and Washington Mutual. She currently sits on the board of the Puget Sound Chapter of the American Marketing Association.

About Heinz Marketing

Heinz Marketing is focused on helping its clients quickly and consistently grow customers and revenue. It does this by helping to create market clarity and deep customer insight, then developing and executing a custom go-to-market strategy that quickly and cost-effectively helps scale growth and revenue from both new and existing customers. Learn more at www.heinzmarketing.com.