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INTOUCH SOLUTIONS PROMOTES CHRIS NELSON TO VICE PRESIDENT OF ANALYTICS AND INBOUND MARKETING

KANSAS CITY (October 1, 2014) – Intouch Solutions proudly announces the promotion of Chris Nelson to Vice President, Analytics and Inbound Marketing. A leading marketing agency serving the pharmaceutical industry, Intouch Solutions has seen rapid expansion over the past five years and actively promotes experienced leaders from within the 500-person firm.

Nelson joined Intouch in 2000 as an Account Coordinator and has since played an instrumental role in practically every aspect of the company over the years, most recently as the Senior Director of Strategic Services. With expertise in digital marketing, web analytics and technology, paired with his 14-years of experience in the pharmaceutical realm and ability to grow and lead a team, Chris is the ideal candidate to provide the essential direction for this group.

“Chris has proven his ability to effectively build, manage and lead a team of more than 30 associates. His diligence, thoroughness and dedication to providing clients with exceptional work further strengthens Intouch’s mission,” said Faruk Capan, CEO. “We are honored to have his leadership and expertise at Intouch.”

Nelson will continue to lead and manage teams that specialize in marketing strategy, business intelligence, web analytics, search engine marketing and content strategy, advancing overall analytics and inbound marketing capabilities. He will become increasingly involved in helping Intouch create a seamless process for moving clients into the world of integrated, multi-channel marketing.

“With 14 years of experience in the digital marketing space for the pharmaceutical industry I have gained a unique perspective, which I pass on to my team every day,” said Nelson. “I am very excited that my new role offers the opportunity to influence my team to continue doing great work for our clients, ultimately growing and strengthening Intouch.”

Nelson holds a bachelor’s degree in fine arts from The University of Kansas.

About Intouch Solutions Inc.

Founded in 1999, Intouch Solutions Inc. employs more than 500 individuals and is a privately held marketing agency headquartered in the Kansas City area with offices in Chicago and New York. Specializing in solutions for the pharmaceutical and healthcare industries, Intouch is redefining what marketing means to these industries. Contact Intouch at getintouch@intouchsol.com or visit them on the Web at www.intouchsol.com.

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