



For Immediate Release

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BLiNQ Media Acquires Calculated Combustion, Names CTO

*Facebook ad management media and technology leader
taps Luis Caballero*

NEW YORK / March 16, 2011 — [BLiNQ Media](#), the only pure-play media and technology company worldwide with official access to the Facebook Ads API, and pioneer of [Social Engagement AdvertisingSM](#) and [CPSASM](#) (Cost per Social ActionSM) optimized campaigns, announced today that it has named Luis Caballero as its Chief Technology Officer, and has acquired the Ruby on Rails software development firm Calculated Combustion for an undisclosed sum.

The moves both reflect and accelerate BLiNQ's rapid growth, solidifying working relationships that have been building since March 2010, when Caballero joined BLiNQ and started working on the company's proprietary Facebook advertising platform, BAM (BLiNQ Ad Manager).

"Ruby on Rails enables our team to respond instantly to Facebook API changes that can delay other companies for up to three months," said Dave Williams, BLiNQ's founder and CEO. "Luis, Ryan and Micah are three of the best in their field, and with support from our in-house developers, they've made BAM what it is today. This promotion and acquisition demonstrate our ongoing commitment to our BAM technology platform to rapidly deliver industry-leading Facebook ad campaign management and optimization solutions with breakthrough results."

Caballero brought on his former Vitruve colleague Micah Wedemeyer, then Calculated Combustion's CTO, to work with BLiNQ on a contract basis. Wedemeyer later recruited Calculated Combustion CEO and President Ryan Felton to further enhance the BLiNQ development effort. By the end of April 2010, all three along with BLiNQ's in-house development team were working on BAM full-time. Wedemeyer and Felton made key contributions to the development of core features for reporting, the BAM datastore



(MongoDB), and overall system deployment and configuration, as well as training the ever-growing BLiNQ technical team. Both are now senior software architects at BLiNQ, reporting to Caballero.

“Micah and I are very pleased to solidify our collaboration with BLiNQ Media,” said Calculated Combustion founder Ryan Felton. “We look forward to continuing to work closely with Dave, Luis, and everyone else on the development team at BLiNQ to keep BAM the best in its class.”

Before becoming CTO, Luis Caballero had served as BLiNQ’s VP of technology & product development, and supervised BLiNQ’s Atlanta office. He earned the CTO title by successfully and consistently leading both strategic and tactical execution for BLiNQ’s technological and product developments for the BAM platform. Luis joined BLiNQ from Vitruve, the social-media publishing software provider, where he was technology director. He has an MBA from the Georgia Institute of Technology and a BBA in Marketing and Information Systems from New Mexico State.

This story first appeared in [MediaPost](#).

About BLiNQ Media

BLiNQ Media, a Social Engagement AdvertisingSM media and technology company headquartered in New York City makes it easy for big brands to deliver break-through results in Facebook and other social networks. One of a handful of companies globally with official access to the Facebook Ads API, BLiNQ Media is pioneering Social Engagement AdvertisingSM and CPSASM (Cost Per Social ActionSM) to drive unprecedented performance and scale in Facebook advertising campaigns. Tapping the power of BAM (BLiNQ Ad Manager), the company’s proprietary ad campaign management engine built on the Facebook Ads API, BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with fully-managed media and technology offerings. Agencies currently tapping the power of BLiNQ Media and BAM include GroupM, Publicis, OmnicomMediaGroup, Turner Media Group, Scripps Networks, Havas and 22Squared, among others. BLiNQ Media has its corporate headquarters at TechSpace in New York City’s Union Square and its technology development team headquartered at Georgia Tech’s Advanced Technology Development Center (ATDC) based in Atlanta. BLiNQ Media and BAM can be found on the Web at www.blingmedia.com and blingadmanager.com.

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