



***For Immediate Release***

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**BLiNQ Media Names John Tawadros President and COO**

*Search Marketing Powerhouse Joins Facebook Advertising Innovator*

**NEW YORK — July 5, 2011** — [BLiNQ Media](#), the leading global technology innovator in Facebook advertising and the only pure-play media and technology company worldwide with official access to the Facebook Ads API, announced today that it has hired former COO for top search marketing firm iProspect John Tawadros as president and COO.

Prior to joining BLiNQ Media, Tawadros was the COO of iProspect. Over the course of ten years he helped build the company from a basement startup to the #1 search marketing firm in the world, acquired for \$50MM in 2004. While at iProspect, he built and ran a world-class client services team with a 90%+ client retention rate, a companywide training program and scalable business processes to drive efficiencies, communications, ROI and overall performance. The client-facing, algorithmic and paid search, technology, training and innovation teams all reported to Tawadros. He also played a significant role in the integration of iProspect with Aegis, and in the acquisition and integration of a Texas-based retail industry search firm.

“John Tawadros brings a proven mix of technology, client services, strategy, and leadership savvy to BLiNQ Media,” said BLiNQ Media CEO Dave Williams. “Global partnerships with Havas Digital and other major holding companies have taken the company to a new level. As a result, we need John’s caliber and experience to help us continue to build a world-class media and technology company that will capitalize on our rapid growth in U.S. and international markets. We are very pleased that John has joined the team and we are already benefitting from his industry leading experience.”

“Social media is the new search,” said Tawadros. “Facebook, the biggest player in digital media, is now the home of innovation, and BLiNQ Media helps advertisers make the most of it. It’s an honor to join this creative, intelligent and hard-working team that has quickly established itself as a leader in Facebook advertising.”



This story first appeared in [All Facebook](#).

### **About BLiNQ Media**

BLiNQ Media delivers breakthrough Facebook advertising results for agencies and big brands. The leading global technology innovator in Facebook advertising, BLiNQ Media drives rapid and scalable performance with a powerful combination of a proven approach to campaign management, optimization, engagement and branding insight; and its [BLiNQ Ad Manager \(BAM\)](#) platform. BLiNQ Media has pioneered [Social Engagement Advertising<sup>SM</sup>](#) and [CPSA<sup>SM</sup> \(Cost Per Social Action<sup>SM</sup>\)](#) optimization for Facebook campaign success. Agencies currently tapping the power of BLiNQ Media and BAM include WPP's GroupM, Publicis, Omnicom Media Group, Turner Media Group, Havas Digital 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](http://www.blingmedia.com) and [www.blingadmanager.com](http://www.blingadmanager.com).

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