



DMN3 ANNOUNCES NEW ADDITION TO DMN3 AND DMN3 INSTITUTE

Houston, TX (August 19, 2009) – Robert M. Brecht, Ph.D., Director of Research & Education (DMN3 Institute) and Senior Internet Marketing Strategist (DMN3)

Robert M. Brecht, Ph.D. is Director of Research & Education for DMN3 Institute. He will serve as editor of the Institute's monthly e-newsletter, *Marketing Brief*, and author of the DMN3 blog. Dr. Brecht will conduct seminars, webinars and other training sessions for clients and marketing professionals within DMN3 Institute. His 35-year career within the marketing industry and having worked with healthcare, manufacturing and servicing companies provides the expert skills necessary for his role within the DMN3 Institute.

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Supplementary to Dr. Brecht's position with DMN3 Institute, he is also Senior Internet Marketing Strategist for DMN3. Dr. Brecht provides clients and DMN3 staff with online marketing strategies, such as website optimization and best practice tools, which help marketers effectively compete in the online space. Dr. Brecht is a certified website optimization professional, and previously owned a consulting company that assisted companies with business planning, marketing and operational issues. Dr. Brecht has won numerous awards for his leadership in developing strategic plans for clients, including the highest award given by the Health Sciences Communication Association, the Golden Raster Award.

"Dr. Brecht and I have collaborated in the past for DMN3 and DMN3 clients' online and offline marketing strategies," said Pam Lockard, founder and CEO of DMN3. "He will undoubtedly benefit the company's internal projects and assist clients in developing and achieving their marketing goals."

Dr. Brecht's diverse marketing experience with agency, corporate, and non-profit sectors provides a comprehensive and timely education to Institute students and qualified expertise to DMN3 clients. His forthcoming marketing research studies can be seen in the DMN3 monthly e-newsletter, *Marketing Brief*, and the upcoming DMN3 blog. To subscribe to *Marketing Brief*, [click here](#).

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About DMN3

At DMN3, we are marketers that focus on results. Our tailored measurement process goes beyond the typical direct marketing, digital or traditional advertising agency method of producing results. To continuously fine tune creative media, a nimble and experienced team is required. Our team is trained in the integration of online and offline to give clients the most return for dollars spent on acquisition and retention. With almost 20 years of history in direct response marketing, our team is well positioned for today's fast paced, performance-driven world of advertising. www.DMN3.com