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## **CRM Agency Afinium Appoints Co-founder Matthew Hooper Its Chief Executive Officer**

New Hope, PA –August 14, 2012 – [Afinium, Ltd.](#), an award-winning CRM agency, has named Matthew Hooper ([matthew.hooper@afinium.com](mailto:matthew.hooper@afinium.com)) its Chief Executive Officer.

Afinium clients include major global companies that understand the value of compiling complex and disparate data sets to create a single customer view – all in near real-time. The result is customer relevant customer dialogue, advocacy, brand loyalty and sustainable lifetime value.

Hooper is a savvy marketing expert with three decades of experience in starting and nurturing businesses. After starting and selling a hospitality business in 1982, he joined Clarke Hooper plc, a UK marketing agency. In 1988, he co-founded Interfocus Group as the first multi-discipline marketing agency with the backing of Omnicom Group (NYSE: OMC), which he bought out four years later. The agency remained independent until 1996 when Hooper sold a majority interest to Interpublic Group (NYSE: IPG) and joined the Lowe Group.

Hooper bought back Interfocus Group in 2000, expanded internationally, and acquired Brompton Advertising, Osprey plc, and Grange Advertising to create a top UK agency that employed more than 150 people in two countries. During his career, he has worked with more than 30 of the world's leading brands including BP, Gillette, Lexus, Microsoft, Pepsi, Sony, Swatch, Visa, Unilever, and Xerox.

Hooper co-founded Afinium, Ltd. with Robert Paterson to deliver database software solutions that create a single customer view from multiple customer data sources.

“Under Matthew’s leadership, Afinium will remain in the driver’s seat – helping marketers to personalize dialogue with customer across multiple channels,” said Jim Ouimet, President of Sales and Marketing USA, Afinium.

### **About Afinium, Ltd.**

Afinium, Ltd. is an award-winning CRM agency that specializes in knitting together complex and disparate data sets to create a single customer view, delivering significant returns to the bottom line. With offices in New Hope, PA and Chiswick, London, Afinium’s proprietary database software has been licensed to leading companies in Insurance, including American General and New York Life; Retail; Casino Gaming; and Travel and Leisure. Afinium is the developer of Stream, a customer centric enterprise enrollment and marketing platform that uses algorithms and configurable rules to support automated sales and marketing. Stream combines compliance rules with personalized

communication to deliver increased sales and reduce costs. For more information, visit the company's website at [www.afinium.com](http://www.afinium.com). Contact Jim Ouimet in the US at 215-862-3080 or [jim.ouimet@afinium.com](mailto:jim.ouimet@afinium.com) or Rupert Watts in the UK at 00 44 (0) 207-042-8876 or [rupert.watts@afinium.com](mailto:rupert.watts@afinium.com).

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*Editor: A photo is available in digital format and will be sent with a follow-up e-mail. To request a copy now, please email [gsimon@projectmarketinginc.com](mailto:gsimon@projectmarketinginc.com).*