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For Immediate Release

Dialsmith Adds Kati VanLoo to Corporate Marketing Team

Portland, Ore. (July 20, 2015)—Today, Dialsmith announced the hiring of Kati VanLoo as the PR and marketing coordinator for its corporate marketing team. Kati's role will be to help direct Dialsmith's media campaigns, social media, earned media, and outbound marketing efforts.

Kati is a recent graduate from the University of Oregon's School of Journalism and Communication with a degree in public relations. She has a strong background in social media strategy, online writing and earned media. Most recently she served as the PR and marketing intern at Dialsmith.

David Paull, founder and CEO of Dialsmith, added, "We're excited to have Kati on board to help drive Dialsmith's PR, media relations and social marketing efforts. She's brought a wealth of fresh ideas and energy as well as an impressive communication skill set that have already proven to be a great asset to our marketing team. We look forward to her continued contributions."



About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidemetrix. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith's Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, visit www.dialsmith.com.

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