

# NEWS

For immediate release

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## ITN International Expands Executive Team

### Four employees promoted to vice presidential positions

BETHESDA, MARYLAND, October 22, 2012—ITN International has appointed four employees to vice presidential positions.

Alan Houck has been appointed Vice President, Product Management. He will be responsible for managing the company's technology roadmap, including its cloud-based event management platform, mobile and desktop apps, and business intelligence solutions.

Spencer Segura has been appointed Vice President, Operations. He will be responsible for logistics, warehousing, systems administration, procurement and finance.

Travis Laursen has been appointed Vice President, Client Services. He will be responsible for full service events, event project management, event human resources, exhibitor services, call center operations, and ITN International's EMEA (Europe, Middle East and Africa) Division.

Bob James has been appointed Vice President, Marketing. He will be responsible for advertising, sales promotions, public relations, event marketing and social media marketing.

"ITN International has grown substantially in the past two years," says Ivan Lazarev, President & CEO. "The promotions reflect our need to execute our technology vision, smooth our internal operations, enhance our customer service, and communicate our story."

### About ITN International

A leader in innovation, Bethesda, Maryland-based ITN International serves corporate event producers, tradeshow managers and exhibitors by providing cloud-based event- and lead-management applications and analytics. Data driving those applications and analytics are captured by a suite of mobile apps that use near field communication (NFC), a form of short-range wireless which connects the physical and digital worlds through touch. ITN International also provides process improvement consulting. The company maintains operations in Canada, China, France, the UK and the US. More information is available at [www.itn-international.com](http://www.itn-international.com).

**NOTE TO EDITORS:** Photos are available upon request.