



## **IMC\_DI ANNOUNCES NEW HIRES** ***Commitment to Digital Growth during COVID-19 Crisis***

CHANTILLY, VA., (March 18, 2020) – Signaling its commitment to digital growth, IMC\_di, the new digital innovation division of International Market Centers (IMC), announces more than a dozen recent hires including new staff for development, implementation, marketing and customer success.

“IMC is not slowing down. We are accelerating our investment in digital,” said Bob Maricich, chief executive officer for IMC. “With COVID-19 causing postponement of our March and April markets in Atlanta and High Point, we are taking aggressive steps to digitally connect buyers and sellers – wherever and whenever they need to meet to do business.”

“We are in exponential growth mode during a time of unprecedented global business disruption,” said IMC\_di President Eric Dean. “This first wave of new hires – just two months after our launch – puts experienced professionals into key positions and increases our depth of skills across the entire organization.”

IMC\_di welcomes **Marisa Garcia** as Senior Director of Customer Success, with responsibility for building and managing a team that delivers a world class customer experience for both sellers and buyers. Garcia brings 10 years of retail engagement and e-commerce strategy experience to her role, most recently working with Scout & Molly’s, a fashion retailer with 50 locations in 19 states, and JOOR, a wholesale platform and data exchange connecting 8,600 fashion, beauty and home brands with 200,000 retailers across 144 countries.

**Andrew Meeks** joins IMC\_di as Director of Marketing, with responsibility for developing a strategic vision and marketing plan for the company’s software platforms. Meeks brings 20 years of tactical and strategic marketing experience for a diverse range of regional and national companies including information and medical technology, legal, heavy industrial and

telecommunications. Most recently, as Marketing Director of Marketing Help Atlanta, he packaged his marketing and design skill set into a retained services model for regional B2C and B2B companies.

In addition to full-time staff, IMC\_di has retained retailer **Mary S. Moore**, owner of the Atlanta-based Cook's Warehouse stores, as a consultant. In this role, Moore will provide executive-level direction and strategic visioning with a specific focus on the retailer experience. With 25+ years retail experience, Moore understands and appreciates the relationship between markets, vendors, sales representatives and retailers. She also has been in e-commerce for more than 13 years and developed an app allowing people to find foods based on diets, allergies and cuisine preferences.

Another nine staff will support IMC\_di's programming, development and customer support needs. Working from IMC\_di's office in Juno Beach, FL, newly staffed positions include Back End Developer, Front End Developer, Application Developer, Enterprise Architect, Product Manager, Project Management Office Lead, Tech Lead and Quality Engineer. New hires in IMC\_di's Chantilly, VA, office will increase capacity and capabilities in development, user experience, sales and marketing, customer success and onboarding.

With these latest hires, the IMC\_di staff now numbers approaches 60. The company will continue to hire aggressively for technology and customer facing positions, with another 30-40 hires planned in the near term. Details about career opportunities in IMC\_di's offices in Juno Beach, FL, and Chantilly, VA, are available online at <https://www.imcenters.com/careers-at-imc/>.

**About IMC\_di:** IMC Digital Innovations (IMC\_di) is a stand-alone division of International Market Centers (IMC), the world's largest operator of premier showroom space for the home furnishings, gift, and apparel industries. Launched in January 2020, IMC\_di will build an industry-changing platform including a global B2B e-commerce marketplace, a full suite of integrated marketing and sales automation software and smart showroom tools. With bold

people and bold ambitions — and by investing as much as \$100 million — IMC\_di will change and grow the industries IMC serves.

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