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Digital Marketing Agency BigVoice Unlimited adds Linda Terjesen as Partner, CMO

Linda Terjesen will lead BigVoice brand building marketing initiatives

New York, NY, March 21, 2012 - As another step in its strategy to build the best consumer packaged goods digital marketing agency in the industry, BigVoice Unlimited CEO Peter Block announced the addition of Linda Terjesen as Chief Marketing Officer. "I am thrilled to be working with Linda again. She brings an intuitive knack for translating consumer insight into marketing action, a great addition to the multidisciplinary BigVoice team and our digital marketing agency," said Peter Block, CEO.

At BigVoice, Linda will focus on optimizing the marketing strategy and digital tools that build brand equity. Linda has spent the last 20 years leading teams into new marketing territory and building brands in global markets. She has both digital consulting and corporate experience and has created strategic initiatives for clients in multiple consumer product categories including oral care, OTC, personal care, nutritional supplements and household products. She has worked with GlaxoSmithKline as Director, Global Category Management, where she developed and implemented the business integration program that delivered double-digit global growth for the Sensodyne toothpaste brand. Prior to joining the GSK team she was Director of International Marketing for the Block Drug Company where she worked with Peter Block to provide global marketing direction for 15 affiliate companies in Europe and Asia.

"At BigVoice there is no "digital divide." We don't see a distinction between traditional and digital marketing, we see an opportunity to use new technology and platforms to create more effective and efficient marketing communication. I'm so pleased to have the opportunity to work with such a talented team that understands both targeted digital technology and innovative marketing programs are necessary to drive brand growth. My focus at BigVoice will be the same as it's always been, providing customized marketing programs that drive brand growth," said Linda, CMO.

About BigVoice Unlimited

BigVoice Unlimited is a Strategic Digital Marketing Agency. BigVoice creates powerful brand building strategies and uses proprietary leading edge analytics to measure effectiveness and accelerate business growth.

Visit BigVoice Unlimited at <http://www.bigvoiceunlimited.com/>.

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