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For Immediate Release

ISM Ups Digital Ante With Barry Frechette Hire
New position integrates digital and broadcast content capabilities

BOSTON, MA -- ISM, a Boston-based marketing consulting company specializing in problem solving for premier travel and lifestyle brands, has announced the appointment of Barry Frechette to the new position of Director of Integrated Production.

Frechette was most recently Vice President and Manager of Creative Production at Boston digital shop Oasis, where he implemented digital strategy and marketing programs for clients including Titleist, FootJoy and Standard & Poors, and oversaw agency partnerships with Goodby, Silverstein & Partners among others.

In his newly created position at ISM, Frechette, who brings nearly 20 years of production experience in interactive and broadcast media, heads a team developing and implementing creative solutions for clients like American Express, Emirates, Four Seasons Hotels and Resorts, Abercrombie & Kent Residence Club and the United Nations Foundation. "I'm excited to be joining ISM at a time when the agency has shifted towards a producer-centered model that can quickly identify resources and deliver whatever our core strategic and creative teams need and recommend" commented Frechette.

"Now our strategic and consumer insights can be seamlessly integrated and executed via broadcast, online video, digital content, web sites, SEO, social media, and whatever comes next – in a faster and more cost-effective way from one agency" explained Bob Minihan, ISM's Executive Creative Director and Partner.

In addition to his most recent senior post at Oasis, Frechette has held similar roles at Arnold and the former Ingalls, Quinn & Johnson for brands including McDonald's, Royal Caribbean International, ESPN, Gillette, the American Legacy Foundation, TJ Maxx and others.

Over his career, his work has received over 90 industry honors including Clio's, EFFIE's, CA, MIMC and Webby Awards as well as two Emmy nominations and one Emmy win.

Founded in 1984, ISM provides bespoke marketing solutions for premium travel and lifestyle brands via a unique team of senior-level staff drawn from both the client and agency sides of the category.

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