

MarketNet Services, LLC, hires Mitch Kett as Developer

SPRING LAKE, Mich. – February, 2010 - MarketNet Services, LLC, today announced the recent hiring of Mitch Kett. The company, a leading provider of end-to-end lead management products, services and technology, added the position to broaden and enhance their current offering. Kett joins the development team and reports to Carrie Taylor, Development Manager.

“We’re excited to add Mitch to our team. He is an asset to MarketNet with his CRM experience and has already proven his ability to work in our fast-paced environment.” said JT McDonald. “The sales lead management field continues to grow and change. In order to provide the best functionality to our clients, we have to keep on top of the new trends including advanced lead scoring, automated nurturing and database marketing.”

Mitch’s work experience has focused on improving the performance and efficiency of CRM solutions in the areas of lead conversion, customer retention, and general sales. Most recently, Mitch worked as a Microsoft Dynamics CRM consultant with Crowe Horwath (originally Crowe Chizek), an accounting/consulting firm. He has also worked as an intern with Gordon Food Services in the Information Systems department developing their CRM registration and fulfillment systems.

Mitch has a Bachelor’s of Science degree in Information Systems from Grand Valley State University in Allendale, Michigan.

About MarketNet

With a philosophy of “no lead left behind,” MarketNet helps clients find, know and nurture their most valuable asset—their customers. Companies use MarketNet’s custom-designed and internally developed technology solutions to generate leads, identify qualified prospects and reliably deliver leads for sales conversion. Clients such as The HON Company; Konica Minolta Business Solutions, U.S.A., Inc.; American Heart Association; 4Front Engineered Solutions.; BrassCraft, Inc. and others have partnered with MarketNet to leverage their marketing investments, yielding more leads and converted sales per dollar spent. Founded in 1996, MarketNet is based near Grand Rapids, Mich.

For more information, please visit MarketNet at www.marketnetservices.com.

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“No lead left behind” is a trademark of MarketNet Services, LLC.
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