



# PRESS RELEASE

## **Megan Salocks appointed Digital Strategist at SIGMA Marketing Insights**

BOSTON, MA, February 4, 2019 -- SIGMA Marketing Insights today announces the appointment of Megan Salocks as Digital Strategist. Megan joins the team with extensive experience in audience engagement and growth, digital strategy and marketing, as well as a specialization in nonprofit and museum industries. Megan will report to COO, Gregg Sullivan, and be based out of SIGMA's newly established Boston office.

In her role at SIGMA, Megan will be responsible for initiating and growing the digital team, expanding the nonprofit and museum practice, and leveraging SIGMA's expertise to deliver custom and client-focused digital solutions.

"Meg brings a strong ability to translate data insights into effective and successful marketing strategies," said Gregg Sullivan, COO of SIGMA Marketing Insights. "Her digital work at the Smithsonian's National Museum of American History expanded their audience base and informed the types of events offered by the museum. We are excited to bring this level of expertise to our clients."

Prior to joining SIGMA, Megan served as the Digital Marketing Manager for the National Museum of American History in Washington, DC where she led the strategy and day-to-day implementation for digital communications, audience engagement, and marketing tactics across web, email, social media and advertising. Her efforts encompassed public programs, local campaigns, special events and openings and built a new foundation for audience metrics and segmentation.

“The relationship between data, digital, and business is at a pivotal moment of evolution,” said Salocks. “I am thrilled to join the team at SIGMA Marketing Insights and identify responsible, powerful solutions to help clients understand their relationship with their audiences, reach them in creative ways and engage with them on a real level. I’m honored to have this opportunity to grow with SIGMA and serve our clients.”

Megan earned her B.A. in French and European studies at the University of Vermont, and an M.A. in Arts Administration from Columbia University.

About SIGMA Marketing Insights:

SIGMA is a data driven marketing organization with offices in Rochester, NY and Boston. They provide deep insights which help transform companies. With over 30 years of experience, their data scientists, analysts, solutions architects and client engagement leaders develop and deliver custom roadmaps, dashboards, and campaigns based on key data insights to achieve strategic success for their clients. SIGMA works with a diversity of companies, excelling in industries such as agriculture, finance, B2B and nonprofits, focusing on marketing efficacy, sales improvement, and product evolution, through operational efficiencies and beyond.

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