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# greenlight

## search engine marketing

### Former Business Objects Global Manager To Head Up Greenlight New York Office

For Immediate Release

LONDON, London United Kingdom/EWORLDWIRE/March 10, 2008 --- Leading search marketing agency Greenlight has appointed former Business Objects global manager, Jeffrey Ogden, as vice president of sales and marketing. Ogden will head up the function in both the U.S. and U.K. as well as manage the agency's New York office.

Previously, Ogden spent three years with business intelligence-software vendor, Business Objects, where he led global activity for the General Electric Company. More recently, he was vice president of sales and marketing at New York-based information systems provider, NSA Computer Exchange. There, he worked with high profile clients including Microsoft, IBM and Hewlett-Packard Inc.

Ogden's appointment follows that of chief financial officer Keith Griffiths in November of 2007, and it marks Greenlight's continued expansion. He will report directly to CEO Warren Cowan, and his main responsibilities will be to drive new business activity on both sides of the pond and to develop the agency's overall U.S. presence.

Warren Cowan, CEO at Greenlight, said: "This is a strategic hiring for us as Jeff will take responsibility for our New York office. We are delighted to have found somebody of his calibre to take us forward in this incredibly powerful market."

Ogden added: "Greenlight is an exciting company in the search marketing industry with a very bright future. I look forward to leading the agency at this vital time in its growth."

Recent Greenlight wins include Interflora and American Express.

Learn more about Greenlight online at '<http://www.greenlight.co.uk>' and '<http://www.greenlightsearch.com>'.

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