

## [Valuevine CEO Neil Crist Appointed to the Board of Location Based Marketing Association](#)

Seattle, WA (May 1, 2011) – Today the [Location Based Marketing Association](#) announced the addition of Valuevine CEO Neil Crist to their US Advisory Board. The Location Based Marketing Association is an international organization working to promote marketing tools that utilized a business' physical location to engage and communicate with customers, and to educate brands on how best to utilize these tools. Crist brings a unique perspective to the Board as a location-based marketing analytics and information-monitoring expert.

“We are pleased to have Valuevine as member of the LBMA. Their innovative location analytics platform is exactly the kind of solution many of our agencies and brand members are seeking to help better measure and determine campaign effectiveness and ROI.” Says the LBMA's founder Asif Khan.

Crist has over 15 years experience in marketing and technology, beginning his marketing career as a lead product owner for Microsoft's Global Marketing and Partner Systems. Today, he has a passion for helping his brand clients better discover and understand the “mountain” of customer data available to them; providing analytics and helping them correlate it to brand growth. He currently is the CEO of [Valuevine](#), the leading location and social media analytics company that provides some of the most well known consumer brands with marketing and analytics software. Valuevine Connect is [location analytics and monitoring dashboard](#) that compiles real-time data from review, networking, and check-in sources, and highlights trends and information that managers can understand. Crist has been integral in product development and refinement since Valuevine's inception.

“Our software company has been working with large location based brands for many years,” said Neil Crist, “My involvement with this organization reflects the fact that we share the vision that location context is the critical intersection point of understanding “in-the-moment” consumer engagement with a brand.”

The LBMA was developed to connect retailers, agencies, marketers, wireless companies, software companies, and online services providers in the location-based marketing conversation. Location-based tools have been evolving for decades, but the emergence of mobile phones and web 2.0 has accelerated adoption and expanded access significantly in the past few years. Contemporary education on how to effectively use these tools for business success was largely absent before the LBMA was founded.

### **About Valuevine**

Valuevine, Inc. provides social media and location-based marketing and analytics software to premier brands. Their technology suite provides specialized capabilities for multi-location, retail and restaurant chains, and franchise brands. Today, Valuevine's technology is used by over 60 national brands and thousands of locations worldwide. For more information visit [www.valuevine.com](http://www.valuevine.com). Valuevine also offers a free location-based social footprint report at [www.SocialFootprintReport.com](http://www.SocialFootprintReport.com).

### **About the Location Based Marketing Association**

The Location Based Marketing Association is a international trade group dedicated to fostering research, education and collaborative innovation at the intersection of people, places and media. Our goal is simple; To educate, share best practices, establish guidelines for growth and to promote the services of member companies to brands and other content-related providers.

Members of the LBMA include retailers, agencies, advertisers, media buyers, software and services providers, and wireless companies. For more information, visit [www.theLBMA.com](http://www.theLBMA.com).