



## Marchex Adds Samsung and Razorfish Veterans to Management Team

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SEATTLE--(BUSINESS WIRE)--Nov. 11, 2014-- [Marchex Inc.](#) (NASDAQ: MCHX), a mobile advertising technology company, today announced it has hired two executives to bolster its client engagement and business development teams. Razorfish and aQuantive veteran Peter Greb has joined Marchex as Vice President of National Clients, and Daniel Behrendt, who most recently led strategy and corporate/business development groups for Samsung in Seoul, South Korea, joined Marchex this week as Vice President of Strategy and Development.

Greb managed national brand accounts at aQuantive and Razorfish and will help lead Marchex's National Client Team. He spent the past 15 years directing a wide set of client relationships for Razorfish and most recently managed all digital media and advertising accounts in the Western region. While there, Greb worked directly with big brands such as Hawaiian Airlines, Holland America Line, HSBC, and Tourism New Zealand.

Before taking on his leadership role at Samsung, Behrendt led business development and strategy teams at Microsoft, including Communications Services, Windows and Online Services. He will help lead Marchex's efforts to develop and expand its business opportunities, with a focus on publisher strategy to grow the [Marchex Call Marketplace](#).

"We are excited to be adding two high-caliber executives to our team. Both Peter Greb and Dan Behrendt bring proven leadership capabilities in areas that are very important to Marchex's overall growth and success," said Pete Christothoulou, President of Marchex. "Peter's experience and sharp sense of customer relations will be instrumental in furthering our goal of becoming a world-class, client-focused organization. At the same time, Dan's deep expertise in mobile and cross-digital platforms and will bring a valuable, international perspective to Marchex and our relationship development."

### About Marchex

[Marchex](#) is a mobile advertising technology company. The company provides a suite of products and services for businesses that depend on consumer phone calls to drive sales. Marchex's mobile advertising platform delivers new customer phone calls to businesses, while its technology analyzes the data in these calls to help maximize ad campaign results. Marchex disrupts traditional advertising models by giving businesses full transparency into their ad campaign performance and charging them based on new customer acquisition.

Please visit [www.marchex.com](http://www.marchex.com), [blog.marchex.com](http://blog.marchex.com) or [@marchex](https://twitter.com/marchex) on Twitter (Twitter.com/Marchex), where Marchex discloses material information from time to time about the company, its financial information, and its business.

Source: Marchex Inc.

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